

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, AUGUST 1, 1912

No. 5



Advertising during all of its days has been a peculiar sufferer from many of its practitioners. In its beginnings it was unworthily used in the promotion of almost every sort of fraud, and people came to look askance upon anything that was advertised; but in these latter days it has acquired a new dignity and new strength, and the better publishers and cleaner agencies are all concentrating their efforts in the direction that means more power and more credit to advertising.

We have a theory that the more business men there are who know about the Ayer Idea in Advertising, the more business men there will be who will use the Ayer Method of Advertising.

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST

"Put it up to men who know your market"



Some misguided manufacturers begin to "advertise" before they really know what it is in their product that makes it worth advertising. They are never real advertisers—only spenders of advertising appropriations. By the way, what is it in your own product that gives it advertiseable distinction?

△ △ △

"It is not the dollar spent in advertising—it is the idea behind the dollar that does the work."

△ △ △

When you hire an attorney to handle your law cases, you pick a man in whom you have confidence and then let him alone. He keeps your business as long as he wins your cases. And is not this the way an advertiser ought to treat his agent? Federal clients stay because their business keeps growing.

△ △ △

A Federal advertiser writes: "to compliment you upon the very thorough and competent manner," etc. That word "thorough" is what we like to see—and *be*. Thank you, sir! Yes, anyone may see the entire letter, if he likes.

△ △ △

Search the shoe field with a microscope—you cannot find a shoe advertiser who is really doing any more than keeping at it. Of course "continuity" is the essential—but wouldn't some new and different ideas, for a change, make the consumer give added

thought to the shoe question? Sure thing—yet most shoe advertisers don't seem to see it that way.

△ △ △

If you believe that the character of an advertising agency—like any other professional business—may be best judged by the character of its clients, we would like to mail you a list of Federal clients. Further, we will be pleased to have you ask any Federal advertiser about Federal service.

△ △ △

This month we award the blue ribbon for display to our old friend, Bobbie Burns, whose smoke sentiments are another sample of Federal service.

**ROBT BURNS
SPECIALS
MILD 10¢ CIGAR**

A bigger shape—extra satisfaction. For 55 years the best mild cigar. You can tell the SPECIAL by name on the band.
On sale wherever cigars are sold.

GEO. L. STORM & CO. New York

If you want to start something new, write the

Federal Advertising Agency
243 West 39th Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXX

NEW YORK, AUGUST 1, 1912

No. 5

Why and How the Sugar "Trust" Is Cultivating the Dealer

A Revolution of an Industry Is Being Worked by the Expansion
of the Package Idea Where "Bulk" Reigned Before—The
Inside Story of a Far-reaching Change of Policy

When a concern which controls nearly half the market for a necessity such as sugar, acknowledges the futility of "forcing" the retailer, and declares for a new policy which will give him the opportunity to make a profit where he suffered a loss before, it should mean something to the man who thinks he can succeed with a new product without dealer co-operation. The following article is based upon facts given to PRINTERS' INK by an officer of the American Sugar Refining Company who requested that his name be not used, because, he said, "the policy I have outlined is the result of many conferences with many different people, and any credit is due to the company and not to any individual."

Sugar is about the last thing to "come out of the barrel." Oatmeal used to be sold from the barrel, as did crackers and table salt, but almost everybody buys them by the package now. Until very recently, however, a "dollar's worth of sugar" was the standard of measurement, and the sugar was scooped up out of a barrel, weighed on the grocer's scales and tied up in a paper sack. If the scoop gathered too much sugar, the grocer's hand was the most convenient means of rectifying the error, and the hand might be clean and might not. It was possible to buy loaf sugar in packages, but granulated sugar, the kind that was handled the most and used in the most kinds of food, was still sold the way our grandfathers sold it. From the consumer's point of view there was nothing to do but to ask for "sugar" and take what the dealer sent.

And from the dealer's viewpoint the situation was, if anything, worse. There hasn't been

"any profit in sugar" for a good many years. It was largely the dealers' fault, of course, but that didn't alter the facts any. Sugar was used as the leader—the cut-price bait to get people into the store—right along, and the dealer who didn't at some time or other have a brown paper sign in his window offering seven pounds of sugar for thirty-seven cents was rare indeed. If the grocery trade-papers are to be believed, no grocer ever got his selling cost out of sugar, let alone a profit.

Moreover, the necessity for handling the goods in bulk and weighing out individual purchases meant a loss to the dealer. The smaller the quantities he sold the more he lost, for the "down" weight on the scales meant an ounce or so extra. And no grocer has the nerve to insist upon an accurate balance with his customer looking at him. So the grocer would weigh out of a 360 pound barrel from 330 to 350 pounds of sugar, and the rest was loss. If he had made any profit

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on sugar he might have stood for that with a smile, but there wasn't any profit in it anyway.

But of course the grocer *had* to handle sugar, and that should have made the situation look particularly bright from the standpoint of the American Sugar Refining Company, sometimes known as the "Sugar Trust." The "Trust" made its profit on the sugar anyway, and as it controlled ninety per cent of the production of refined sugar at one time in its history it didn't need to worry about whether the dealer made a profit or whether the consumer got a clean product or not. "Everybody has to have sugar—every dealer has to sell sugar—we have 'most all the sugar there is." That's the way it looked to the writers for the muck-rake magazines, anyhow, and they made the most of it.

Then the "trust" put out Crystal Domino loaf sugar in a package, and began to advertise it widely in magazines, newspapers, street cars and billboards. The muckrakers did a war-dance and accused the "trust" of attempting to subsidize the press and bribe to silence the tribunes of the people with an advertising contract. Just why it was advisable to bribe to silence the street cars and billboards did not appear, but it sounded well and the people were willing to believe anything bad of a "trust."

As a matter of fact, however, the loaf sugar advertising was part of a long time campaign to put the sugar business on an up-to-date footing, and the sampling campaign now in progress for Crystal Domino Granulated is but the next step in the same policy.

The foregoing is necessary to a full understanding of what is back of the campaign for the new package sugar, and the reasons why the company which now controls less than forty-two per cent of the market (instead of ninety) finds it a good policy to stop tinkering with the tariff or buying up refineries and go after business on the lines which other merchandisers follow. That last

is practically word for word as it was stated to PRINTERS' INK.

ADVERTISING TO BACK UP SAMPLING

The sampling, which has been finished in Chicago, is just beginning in New York and is to be carried as rapidly as possible throughout the country, is part of a campaign of education for the consumer, the dealer and the refiners themselves. The company is not disposed to neglect what a good many advertisers think is of secondary importance: the education of its own organization to live up to the advertising. Indeed, when the full scope of the campaign is taken into account, it is seen to be in reality a revolution in the sugar industry. Part of the work has been done in connection with the loaf sugar package, of course, but it is a good deal bigger job to change the whole merchandising system in connection with granulated sugar, because so many more people use it, and because it has been a bugbear to dealers that loaf sugar never was. It was easier to get distribution for the loaf sugar package, because there was some profit sometimes in loaf sugar.

Some idea of the magnitude of the task may be gained from the work that is being done on the company's own employees. It is much easier to let the sugar run from a spout into a barrel, head up the barrel and grab another one than it is to fill one hundred and eighty separate packages, seal them up and pack them in cases. The new sugar brings the company only three-tenths of a cent more per pound, and it is necessary to convince the refinery superintendents if their co-operation is to be secured, that enough more sugar will be sold to make up the extra cost of packing. When some of them see, in addition to the extra burden in the production, the expenditure of more than thirty thousand dollars advertising the new sugar in the New York sampling campaign alone, the need for education to the new order of things is quite imperative.

The consumer, of course, must

Mr. American Advertiser, U. S. A.

Dear Sir:

A glance around a store tells you what class of patronage it has, doesn't it? You can judge its patrons by the kind of goods they're interested in. Then you can pretty accurately tell whether *your* goods would sell in that store or not.

If you read *The Butterick Trio* you'll get a good idea of their subscribers. What they are interested in. How they live. How they think. What they buy, etc., etc.

Judge them and their tastes by what you find in *The Trio*.

Then consider whether these 1,500,000 women reading *The Trio* can be interested in what you have to sell. But be sure and *read first*.

Yours very truly,

THE BUTTERICK TRIO


Advertising Manager
New York.

F. H. Ralsten, Western Mgr.
First Nat'l Bank Bldg.
Chicago.

E. G. Pratt,
New England Mgr.
149 Tremont St., Boston.

be educated to the habit of buying granulated sugar in packages, just as she has been buying cereals and crackers. Full advantage is taken of Crystal Domino loaf sugar prestige, and to make assurance doubly sure that the consumer will not fail to connect the two, a miniature package of the loaf sugar is handed to the housewife at the same time she receives one of granulated sugar. The packages are almost identical in appearance; in fact, it is necessary

**Starting
Today**

Uniformed carriers will leave at every house in New York, free samples of "Crystal Domino Sugars."

Each home will receive a sample of the *half size* "Domino," the *full size* "Domino" (cup sugars) and the *new* "Crystal Domino Granulated Sugar."

"Crystal Domino Granulated Sugar" is so exceptionally fine that it not only takes the place of powdered sugar for table use on berries and cereals but is *perfection* for all cooking and preserving.

*At Grocers
Packed only in dust-tight
germ-proof packages
No flies—no dust*

AMERICAN SUGAR REFINING COMPANY
Address—New York City

RECENT NEWSPAPER COPY TO BACK UP
SAMPLING CAMPAIGN IN
NEW YORK

to look for the word "granulated" to distinguish one from the other. Besides the miniature packages, the housewife is handed a folder the covers of which are cut out to represent a perspective view of the package. In addition to the above, a small booklet in colors is given which contains a short description of the process of refining sugar with some "reasons why" for the cleanly package, and a dozen or so recipes for making candy. The samplers are in uniform, and work from an automobile on which is painted the Crystal Domino girl trade-mark.

THE WORK ON THE CONSUMER

No attempt is made to have the samplers explain anything about the product. That is left to the booklets and the newspaper advertising, which runs daily in four evening newspapers. The first ad (reproduced herewith) announces the approach of the samplers, and is followed by arguments for the package method of sugar distribution and reasons why the housewife should specify the Crystal Domino brand. Much is made of the fact that this is a "double purpose" sugar—that is, it can be used everywhere granulated sugar is wanted and in many places where only powdered sugar has hitherto been used. It is finer grained than the ordinary granulated sugar, but not fine enough to "cake" as powdered sugar is apt to do.

Those points are emphasized in the copy to the housewife, and the recipes for candy—which ordinarily requires powdered sugar—serve to back up the argument, and give the impression that the company has faith in its own contentions at any rate.

But it is in the dealer relationship that the far-sightedness of the company's policy is most apparent. As stated above, every dealer had to carry sugar whether he wanted to or not, and had to sell it without profit because everybody else did. No dealer was tied to any one refiner, because he got the same deal from all of them, and the same qualities of sugar and the same prices. So he did about as the housewife did—ordered "sugar" of a certain grade—brown, granulated, powdered or loaf—and took what his jobber sent him. The dealer hadn't the slightest reason for favoring anybody in the sugar line, because he felt that there was nothing in it for him whichever way he went.

GETTING ACTIVE GOOD-WILL OF DEALER

Now, about the time the American Sugar Refining Company had gotten rid of the old Havemeyer influence, squared itself



Advertisers seeking to support retail dealers in the small towns should find *Needlecraft* a potent influence for increasing sales.

The contents of this wonderful needlework magazine creates the buying-spirit, for every descriptive article calls for some sort of merchandise before the idea can be executed.

Women of more than 600,000 families look upon *Needlecraft* as their principal needlework authority, hence advertising in this magazine will receive serious attention, and knowing the required merchandise can be purchased of the home dealer, they will promptly avail themselves of a saving of time.

Small-town retailers can understand what advertisers mean by sales co-operation if they learn that the merchandise carried is advertised in *Needlecraft*, the magazine known to be read by women in their community.

Write for further information concerning this magazine.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

Flatiron Building
NEW YORK

with the Government by hiring one of the customs inspectors to come into its employ to watch the weighing of the raw sugar, and found that in the process the ninety per cent of the market had simmered down to less than forty-two, it found that the good will of the grocery trade was worth having. "How are we going to get the good will of a man by offering him something to sell at a loss?" the powers-that-be asked themselves, and the answer was "We aren't." Then the perfectly obvious solution appeared of offering the grocer something to sell on which he *could* make a profit, and that is the real fundamental reason for the campaign.

The package sugar is a better sugar than the bulk sugar. It is a finer grained sugar, and will take the place of both granulated and powdered sugar in the average family. Hence the grocer can sell more of it to each family. It costs the grocer three-tenths of a cent a pound more, which he, of course, makes an even cent when it comes to the consumer's price. Moreover, it is an advertised sugar, easier for him to sell, easier for him to put up, and he doesn't lose anything through over weight.

Just incidentally a thing which is helping the campaign along in New York is the fact that the new weights and measures law goes into effect next spring. The grocer who puts up a short-weight package of sugar would be liable to a fine, while he can let the manufacturer worry about short weight in the package sugar.

So the whole thing really simmers down to a campaign to enable the dealer to make a profit on sugar, thereby gaining his good will for the particular concern which showed him how to do it. A corps of specialty salesmen are right now visiting the grocers in New York City in conjunction with the sampling crews. Their principal business is educating the grocer to see how he can make a profit on sugar.

It isn't easy, for the grocer's whole experience has been the

other way. Sugar has always been the thing that was cut and sold below cost to get people into the store. He thinks people will not pay even a cent a pound more for any kind of sugar, no matter how superlatively good, and he says so. "It won't go" is his usual comment.

"We're spending thirty thousand dollars in this town to back our belief that it *will* go," says the salesman. "Aren't you willing to put thirty cents of your money against that thirty thousand? A hundred pounds of this sugar will cost you thirty cents more than a hundred pounds of bulk sugar, and *we're betting thirty thousand dollars that you can sell it at a profit.*"

That the dealer *can* sell the new sugar at a profit is evident; whether he *will* or not is another question. He is of course at perfect liberty to cut as far as he pleases, and he can regard sugar as "sugar" if he likes. But the company's experience in Chicago seems to indicate that the dealer will be very happy to sell the new package sugar at a profit. The case is cited of one of the Chicago department stores, which had not been approached during the sampling campaign at all because of its well-known cut price policy. After the campaign was over, however, a representative of the company went to the grocery department and asked for Crystal Domino Granulated. They had it all right, and not only did they have it, but they were getting eight cents a pound for it when, according to their ordinary practice with bulk sugar, one would have expected the price to be about five and a half cents.

It is, of course, too early yet to give any concrete results in dollars and cents, but there is little doubt but that the results will more than pay a profit on the rather magnificent sum of money the company is staking on the package idea. And one of the biggest factors in the success will be the dealers who are enabled to turn a loss into a profit. A short-sighted policy would have suggested that the company ab-

We got what we wanted

IN going over an old file, we found an advertisement of our agency which was published in 1906. In it we explained that because of our belief that no agency could serve two masters we did not take competing accounts. Our heading to the ad was, "What we want and what we don't want."

Under a column headed "What we don't want," we listed the products we were then advertising, explaining that we did not want more of them, because we were acting for—and then we gave the names of our clients. The column headed "What we want" is given below, and beside it we show what we got.

We wanted	We got
A watch as good as the Elgin	Ingersoll and Ingersoll-Trenton
A soup as good as the Franco-American	None Such Merrell-Soule Company
Bath room equipment as good as that of the J. L. Mott Company
Heating apparatus as good as that of the American Radiator Company	Pierce Boilers and Radiators Pierce, Butler & Pierce Mfg. Co.
A good hat, either with or without a reputation	Knapp-Felt Hats The Crofut & Knapp Co.
The best line of paints and varnishes	The Sherwin-Williams Co. Paints and Varnishes
Confectionery as good as Huyler's	Belle Mead Sweets
Life insurance as good as it ought to be
Men's clothing—some line that is better than its advertising
Sanitary tiling, a subject too few know about	American Encaustic Tiling Company, Ltd.
A safety razor, or any good razor	The Young Any-Angle Razor Young Safety Razor Co.

YOU will see from this that we got eight of the eleven things asked for. Which makes us wonder what is the matter with the plumbers, men's clothing manufacturers and life insurance men of the country.

Calkins and Holden

250 Fifth Avenue, New York

sorb the whole cent, or at least seven-tenths of it, and club the dealer into line with the advertising. But the short-sighted policy would never have included the package idea anyway, so there's no use going into that.

WANTS MORE ABOUT TOBACCO ADVERTISING

Editor of PRINTERS' INK:

I have read with interest the article entitled "Who Is Your Public," by John P. Wilder in your issue of July 25th, and wish to say that Mr. Wilder presents in a sane and refreshing manner arguments which a great many advertisers might well take to heart.

The burlesque show type of some tobacco advertising is certainly a reproach to the science, and if about a hundred more like Mr. Wilder would show it up in its true light, we might get a change.

I wish he might have touched upon another phase of tobacco advertising, namely, honesty in the statements made. All tobacco advertising seems to be honest when you make the order a page each time, but as a matter of fact some of the "real tobacco" advertised has hardly enough of the leaf in it to make it the right color. You can force the scale of most anything for a while, but each new brand of this stuff put out is going to take more and more money to get the results. Personally, and without "slamming" anyone, I think that if some of the manufacturers would put more good leaf in the package that they could cut their advertising appropriation in two and still pay dividends as the result of a steady demand for their goods.

F. NELSON CLARKE,
Advertising Manager.

NEW MEMBERS OF A. N. A. M.

The following are newly elected members of the Association of National Advertising Managers:

T. O. Asbury, advertising manager, The Southern Cotton Oil Co., New York; Rollin H. Babbitt, Jr., advertising manager, Weir Stove Company, Taunton, Mass.; Alexander M. Candee, manager advertising department, National Enameling & Stamping Company, Milwaukee, Wis.; S. M. Cooley, assistant general manager, The Prest-O-Lite Company, Indianapolis, Ind.; vice Mrs. M. R. Burlingame, resigned; Sherman Ford, advertising manager, National Fire Proofing Company, Pittsburgh, Pa.; E. H. Gane, chief chemist and advertising manager, McKesson & Robbins, New York; Geo. Mayer, Strouse, Adler & Co., New York; M. A. Pollock, advertising manager, Taylor Instrument Companies, Rochester, N. Y.; Jack W. Speare, advertising manager, G. W. Todd & Co., Rochester, N. Y.; J. C. Woodley, manager sales promotion and advertising department, General Roofing Mfg. Company, East St. Louis, Ill.; H. A. Worman, advertising manager, The Baker Motor Vehicle Company, Cleveland, O.

The total membership is now 191.

GOOD WILL AS AN INCENTIVE TO ADVERTISE

HOW THE TEXTILE MANUFACTURER HAS CHANGED HIS VIEWS ABOUT ADVERTISING IN TEN YEARS—CERTAIN FABRICS HAVE BECOME HOUSEHOLD WORDS BY ADVERTISING — FAILURES DUE TO ILL-ADVISED PLANS

Ten years ago advertising to the consumer was not seriously considered by the textile manufacturer as a part of his selling plan. If he gave it any thought at all it was simply as a question which concerned his selling agent. An editorial in the *Textile World Record* then goes on to say:

Some far-seeing manufacturers at last began to recognize the truth of the argument of the advertising men that the manufacturer had an interest and a valuable property asset in the character and identity of his product, something that was of value to him after the goods had been shipped to fill the orders of his selling agents. The identification of a good product, so that the satisfied purchaser may know how to get the same goods again, is an asset that the manufacturer ought to control independently of his selling agent, although it does not necessarily mean that there need be any conflict of interests between them.

The success which followed some of the pioneer textile advertising campaigns made household words of certain fabrics and knit goods and have compelled recognition of the value of advertising to the consumer by the manufacturer. Some failures have followed ill-advised plans and huge sums of money have been wasted because all sorts of foolishness has been committed in the name of advertising. Many campaigns have been started without proper preparation or co-operation on the part of the trade. Many concerns have felt that advertising meant a complete change of selling methods; that it meant elimination of the jobber or a change of methods in dealing with the selling agents.

To Newspaper Publishers and Their Representatives

A Little **DURHAM**-**DUPLEX** Story

Are we running the largest, livest and most aggressive newspaper advertising campaign ever? We believe we are, and it is just in swaddling clothes. It is going to creep and walk and then run away—not with our coin—no siree, but with the razor business of the country.

Why? Because we are making the most logical shaving instrument ever offered the public.

Our representative will call on you to talk about space, so better get hip to our proposition, and get up a little Durham enthusiasm, by having a few of the boys know what we are talking about, when we speak of the never-ending enjoyment of the Durham Duplex shave.

If your town is good for newspaper advertising and YOUR paper is the proper medium, the local punch you can put behind our advertising will determine whether or not you get our business.

We want you to know our proposition well enough to talk it over intelligently with our representatives when they call, so will mail sample of razor with data upon receipt of 35c.

Durham Duplex Razor Company
200 Fifth Avenue, New York

P. S. We will invest \$125,000 in newspaper advertising during the next twelve months.

One of the arguments frequently advanced is, that through advertising, such a strong demand can be created for goods that reluctant retailers are forced to sell them whether they wish to or not; that the jobber must carry them to meet the demand, giving an impression of the triumphant manufacturer waving his mighty advertising club over the heads of the submissive trade and compelling them to send in their orders.

What a wrong conception of the possibilities of advertising! Why should good will, the most important element in permanent successful business relations, be ignored? Why should there be any thought of compulsion, when the cordial co-operation of the retailer and the jobber can be attained with the same effort and expense? The co-operation of the retailer is just as essential for advertised goods as for those that are not advertised. The retailer is the biggest factor in the selling campaign. It is in his power to recommend your goods or condemn them. He can push the sale of your product or he may reluctantly show your goods after he has tried to sell every other competing line that he carries.

The right sort of advertising backed up by proper plan of distribution and assistance to the retailer is of the greatest possible advantage to the manufacturer and a tremendous help to the retailer. He does not have to explain the merits of your product. The advertising has done it. Even if it has not brought the purchaser to the point of inquiring for your goods, the retailer, who has an object in selling the advertised product, finds an interested customer when he offers an advertised line.

Sixty-six New England merchants were recently asked, "Do you like to handle nationally advertised goods?" Everyone replied, "When the quality is there and there is large enough profit, we do." There is the fundamental proposition, the product must be satisfactory or the advertising campaign will result in failure.

It may succeed in making the first sale, but no amount of advertising will succeed in making a second sale to a customer who has been misled or disappointed. The advertiser, who puts his name on his goods, guarantees the maintenance of their quality. This is very well expressed in a recent advertisement of the Curtis Publishing Company: "Advertising makes unforgettable and unavoidable every virtue and every fault and inevitably pins the responsibility for either upon the maker. Yoking the power of advertising, which is national with the power of the retailers' prestige, which is local, the two greatest natural selling forces are combined in one well balanced team."

BIG SHOE MERGER

According to a Boston dispatch to the *New York Times* a \$50,000,000 shoe manufacturers' combination, to include the leading manufacturers of the East, is well under way to completion. It will consolidate into one company under the title American Standard Shoe Company, a strong group of manufacturers selected from those most successful in New England.

The consolidation as planned has the indorsement of Brandeis, Dunbar, and Nutter, who represent several of the most successful manufacturers in New England; the Commonwealth Shoe Company, of which Charles H. Jones is president; Regal Shoe Company, W. L. Douglas Company, and W. H. McElwain Company. Mr. Brandeis is also the legal adviser of the Southwestern Shoe Manufacturers Alliance, the nucleus of which is the recent consolidation of Shoe Manufacturers in St. Louis, with a capital of \$20,000,000.

Richard C. Sibley, of New York, is in charge of the work of effecting the consolidation in New England.

It is proposed to combine about fifty factories scattered in twenty-six cities. The consolidation will include not only the shoemaking interests, but allied industries, such as leather, the manufacture of supplies, and lasts. It is also planned to control the distribution to the jobbers.

LYDIATT WITH BUTTERICK'S

W. A. Lydiatt, president of the Canadian division of the associated ad clubs, and for the past two years one of the staff of J. J. Gibbons, Limited, Toronto, has been appointed manager of the subscription departments of the Butterick Trio and *Everybody's Magazine*.

Mr. Lydiatt was for over four years a member of the copy staff of the Hampton Advertising Agency and was director of circulation for *Hampton's Magazine* during the period of its greatest growth.

Wanted

An opportunity of representing a publication or an advertising agency that can be of benefit to national advertisers.

Qualifications for Job: Twenty-four years in the advertising business, *and on the firing line all the time.*

Have helped thousands of manufacturers with their campaigns, and, it is but natural to suppose, have their confidence.

Will contract to deliver your message weekly from coast to coast to largest buyers of advertising, in size of full page for \$50 per week or \$2,600 for the year.

Am ready to go to work for you NOW.

Are you ready for MORE business?

PRINTERS' INK

12 West 31st Street New York

THE trouble with that car is that it is under-tired," said an advertising agent, speaking of a certain automobile which, because of this one fault, is a failure instead of a success.

There are a great many advertising campaigns suffering from a like complaint. Plenty of power in the copy, illustrations beautiful—but the media which carry the appeal are a combination of weakness and strength—the one wholly neutralizing the other—effect—no results.

Better no advertising campaign at all, than one that is "under-tired."

Magazines are manufactured to please the crowd—for on the crowd depends their very existence. Statistics prove this to be so.

Seven and one-half per cent. of our population are illiterates—they can't read and have little or no purchasing power.

Less than 2% of our population are very wealthy. These are not impressed by advertising, or little else, except their desires.

In the remaining 91% of "average" is the manufacturer's, the distributor's, the retailer's commercial salvation.

Seek the crowd, Mr. Advertiser. Send your appeal where the crowd is located, and thru those publications which, by their very quantity of circulation, prove they are desired and read by the crowd.

The American Sunday Magazine is read by more of the crowd than any other publication, and by as many of the select, if analysis of circulation in the homes of the very wealthy counts for anything.

Its circulation is distributed almost wholly in those zones where manufacturing and merchandising are most active, and where statistics show the great majority of the 91 per cent. to be located.

The American Sunday Magazine is not a "one-sided" publication, but possesses all the essential elements of strength necessary to an influential, result-producing medium.

Beginning October 6, 1912, issued twice a month.

American Sunday Magazine

(Now Issued Monthly)

New York Office
23 East 26th St.

Chicago Office
908 Hearst Building

W. H. JOHNSON, Advertising Manager

2 MEN WANTED

THE New Orleans Item needs two men who know how to sell service to an advertiser.

¶ *No room for copy chasers, space-killers or rate-breakers.*

¶ We want men with imagination, knowledge of local merchandising, a sense of honest advertising representation, and an ability to plug every hour of the day—and some of the night when necessary.

¶ It's an opportunity to break into a live newspaper organization—one that sets the pace in a city destined to grow greater year after year.

COULD YOU SELL THIS?

¶ A daily and Sunday 3c circulation from 15 to 20 thousand greater than any other in the field.

¶ A circulation shown by last month of A. A. A. examination to be 47,807 daily and 51,318 Sunday.

¶ A circulation among the young, red-blooded people of the community—people who respond.

¶ A circulation that brings hundreds more columns of advertising to The Item than to other papers in City or State.

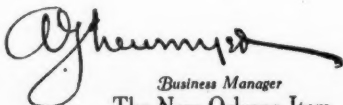
¶ A circulation built without premiums, solely upon the merits of the newspaper.

¶ A circulation clean, independent and always "on its toes."

¶ An advertising rate lower per 1000 circulation than any in the field.

¶ A copy department service under management of highest priced copy writer on any paper in the South.

¶ Could you sell this? Write me about yourself—how old you are; what your experience has been—your salary ideas. It's the right opportunity for the right man.


Business Manager
The New Orleans Item

CREATING A WELCOME FOR "JUST ANOTHER" BRAND"

HOW THE NIAGARA SILK MILLS SIDE-STEPPED THE CHIEF OBJECTION URGED BY DEALERS—ANSWERING IN ADVANCE THE DEALER'S QUESTION OF WHETHER THE LINE IS A LIVE ONE—DEALER WILL TAKE ON A NEW LINE IF ASSURED IN RIGHT WAY THAT MANUFACTURER MEANS BUSINESS — HOW NIAGARA SILK GLOVES WERE PUSHED

By J. T. Shanahan,

President Niagara Silk Mills, North Tonawanda, N. Y.

I fancy that most manufacturers, whatever the product, at some time or other are confronted with the same problem which puzzled us at the start: how to get across with another brand of goods when there were several brands already on the market. "Another make of silk gloves?" said the retailer to the salesman. "Holy smoke! I've got six kinds in stock already, and they don't represent the most important part of my stock by a long shot. Why should I put in the seventh?" Then it was up to the salesman to argue and explain for an hour before the dealer would even consent to look at the goods. Every manufacturer who is not making something absolutely new has run up against that same thing more or less frequently.

Not so long ago a leading dry-goods journal printed a letter from a retailer in which this very problem was discussed from the dealer's point of view. Because of manufacturers' consumer advertising, this dealer said, retailers are practically forced to duplicate their stock of staples over and over again. Where one or two brands of white goods would supply every reasonable need in the community the store is compelled to carry six or seven, of practically identical quality, simply because the manufacturers have stirred up some demand for the several brand names. Of course it goes without saying that

the manufacturer of the seventh brand of white goods would have an extremely difficult time getting the store to stock it, *unless* there were something about the goods which made the retailer feel that here was a line he couldn't afford to miss. That is exactly what we tried to do with our line of silk gloves.

Contrary to some current opinions, the American retailer is a pretty shrewd business man. His shrewdness doesn't always jibe with the manufacturers' desires, so they call him a "bonehead," but none the less he is pretty apt to know on which side his bread is buttered.

While he may not be up to all the fine points of merchandising on a national scale, your retailer can usually smell a "live one" a mile off. He is somewhat of an advertiser himself, and he knows



ENERGETICALLY STRIKING, AND PURPOSELY SO

that advertising isn't all type and pictures. He realizes that the promise of "full pages in the magazines" doesn't necessarily mean business for him. He is more apt than people generally imagine to inquire what is going into those pages, and size it up

with a view of finding out whether it is alive or not.

In other words, give the dealer the impression that the new line



Niagara Maid
SILK GLOVES

The demand that is being made to come with the approach of the warm weather for long silk gloves and ready every a merchant selling.
This is not a problem - it is a fact.
Why take chances on living trade? Why commit the customers whom you have winning the so thousands to an uncertain for uncertainty that you should have?
You can avoid much undesirable loss by ordering at least pair of your silk gloves 10/10.
We have profited by past experience and have made up sufficient stock to take ample part of the deliveries to those merchants who place their orders early.
Dates of ordering now will make two of business later. Why hesitate, dear? Order today and be on the safe side.

NIAGARA SILK MILLS
North Tarrytown, N. Y.

ANOTHER TRADE-PAPER "COMPELLER"

is a live one, and he will take it on without much urging, thereby saving a lot of good salesmen's time. Moreover, after he gets the line, he will push it, which means more business for all concerned.

When we put the Niagara Maid silk gloves on the market, that was the problem as we saw it: to give the dealer the impression that the new gloves were so live a line that he couldn't afford to miss them. Or rather it was necessary to make the dealer give himself the impression. We couldn't, of course, tell him how much alive we were. It was a case of manifesting it so strongly that it couldn't be missed.

One thing was in our favor: it was comparatively easy to make a bigger showing than had ever been made for a silk glove, because nobody had ever advertised silk gloves to the trade very extensively. We took the lid off right from the start, using full pages, cover pages, ads in colors, double spreads in the *Dry Goods Economist*, *Dry Goods Reporter*, *Drygoodsman*, *Pacific Coast Mer-*

chant, and *Glovers' Review*. We chose the trade papers because they came closest to the dealer, and because it was possible to make a big showing there without an extravagant expenditure. We could make the showing, and yet be able to say to the dealer: "We have money enough left in the advertising appropriation to help you out in your own town."

Many people have criticized the copy we ran because much of it had no relation whatsoever to quality in silk gloves. Those people forget that the dealer does not care primarily about quality in the product. *He wants to know that he can sell it*, and that it will give reasonable satisfaction so the buyer will come back again. The concern back of the product means more to him than



Says the Manufacturer to the Buyer

Niagara Maid
SILK GLOVES

QUICK ACTION COUNTS

NIAGARA SILK MILLS, North Tarrytown, N. Y.

A HUMAN INTEREST PAGE IN A DRY-GOODS PAPER

the product itself, because the concern can help him sell it, and can guarantee satisfaction to his customers.

Our trade-paper copy was designed first of all to convince the dealer that the Niagara Silk Mills was a live concern, and that Niagara Maid gloves were not to be overlooked. When the salesman visited the dealer we wanted an introduction there ahead of

The Negligible Cliff-Dweller

To the cliff-dweller of New York living in apartments de luxe, thinking in terms of tiaras, English lords and Monte Carlos—THE LADIES' HOME JOURNAL is negligible.

The extreme fashions of the swagger set, the shops of the elite, the box in the horse show, contribute an environment to which THE LADIES' HOME JOURNAL is alien.

THE LADIES' HOME JOURNAL doesn't appeal to every woman or to every household. The essence of its strength is in its being selective.

It helps a woman make a house—a home. It is loved only by the women who love a home.

To amuse, instruct, comfort and inspire the woman whose constant thought is to make a real home for her husband and children—that is the mission and accomplishment of THE LADIES' HOME JOURNAL.

There are more than 1,750,000 such homes. Judge these homes by judging THE JOURNAL. THE JOURNAL helps to make them.

The Ladies' Home Journal	The Saturday Evening Post
Circulation, more than 1,750,000	Circulation, more than 1,900,000

him, so that the dealer, instead of telling how many lines of silk gloves he already had in stock would need little persuasion to take a trial order.

We wanted the dealer to feel that there were brains back of the Niagara Maid proposition; that our campaign had some of the elements of originality and wasn't merely following the old, well-worn rut. We felt a good deal better satisfied to have the dealer call our ads foolish than to have him ignore them entirely and not know who the salesman represented when his card was sent in. Most dealers were wise enough to conclude that the concern which could catch their attention could catch their customers' attention, and it would be wise to be prepared.

Further than that, the peculiar character of the display got the ads talked about at the luncheon table, the club and elsewhere. One retailer would tell his competitor how asinine we were to advertise silk gloves with a picture of Niagara Falls blocking up Fifth avenue just opposite the Plaza Hotel, and the competitor would like enough wag his head thoughtfully and say "he wasn't so sure about that." Whatever the upshot of the argument, they would both go away with Niagara Maid pretty firmly fixed in their minds, and when the salesman called he would probably be asked what he thought about the advertising.

Indeed the salesmen regularly used the advertising as an "opener." The attention-getting qualities of the Niagara Maid illustrations were so evident that it was only a step from that to dealer helos—window displays, local newspaper ads, etc., which a trial order would secure for the dealer.

Inquiries and trial orders came in from the start, and our salesmen reported that the line was being talked about widely in the trade immediately after in the insertion of the first piece of copy.

The general welcome which was accorded to this new brand went a long ways toward proving to our minds that the theory

of forcing the retailer is all bosh. Good merchandise at a fair price, backed up by practical selling helps, presented to the trade by clever, forceful advertising, will secure a distribution more quickly than the most extravagantly expensive forcing methods which can be adopted.

HARVEY HEADS VIRGINIA AD CLUBS

R. Winston Harvey, president of the Ad Men's Club, of Lynchburg, has been made president of the new state organization at Richmond. The new organization, known as the Associated Advertising Clubs of Virginia, was brought about largely through the efforts of Mr. Harvey.

The cities represented were Richmond, Norfolk, Danville and Lynchburg. Roanoke, the other member, did not have a delegate, but was admitted. Richmond, while favoring organization, must have its entrance ratified by the local advertising club before it is officially admitted.

Fifteen men were present from the cities entering into the alliance, and the election of officers resulted in the choice of the following: President, R. Winston Harvey, of Lynchburg; first vice-president, J. K. Waterman, of Norfolk; secretary, Norman H. Johnson, of Lynchburg; treasurer, G. Edmond Massie, of Richmond, and counsel, W. F. Clarke, of Norfolk. A board of governors was also appointed.

This board is composed of five officers and one member from each of the five clubs now composing the organization, to be named later.

TRADE NAME COPYRIGHTED

THE GENESEE PURE FOOD CO.

LE ROY, N. Y., July 23, 1912.

Editor of PRINTERS' INK:

Dishonest advertising takes so many forms that new ones can be discovered every day. One of the latest examples is this announcement in the advertisement of Goldberg-Stoessel Co., Minneapolis grocers.

"DR PRICE'S JELLO, 2 PKGS., 15c."

There is no "Dr. Price's Jello" and the advertisers know it. They know too that there is only one Jell-O, and that cannot be sold two packages for fifteen cents. Their intention, evidently, is to mislead the readers of the advertisement into the belief that they are selling Jell-O at a price much lower than anyone else.

Some time ago we wrote the Goldberg-Stoessel Co. and asked them to discontinue the misuse of our trade-mark, but no attention was paid to our request.

Of course we shall take steps to prevent further theft of the trade-mark in the manner described, and we mention the circumstance only because it is one that will interest a good many advertisers.

W. E. HUMELBAUGH,
Advertising Manager.

"Buying-power" Circulation

Not Bulk Circulation

¶ You want every sales effort to count—wasted sales efforts mean lost profits.

¶ When you're on the road you would rather talk business to the buying-influence of five plants—

Than to ten non-influential men in one plant—

¶ Because the five men who influence buying mean *more business* to you than the other ten—

¶ Besides saving you time, energy and expense. Now, the circulation of

POWER★

is called "buying-power" circulation because our circulation methods reach out for the few representative men in many plants—

¶ The men who can "get what they want" when they are convinced they need it—

¶ Rather than for many "just subscribers" in few plants—bulk circulation

¶ Thus, if you sell to power plants, Power offers you the means of sending weekly business messages—

¶ To 29,500 men who are *vital*ly interested in economical power plant results—

¶ At a cost far lower than that of any other method of reaching them.

¶ In other words, Power offers you the sure way of making your *advertising sales efforts count*.

¶ Put it to the test.

Call on us when in New York and let us show you our entire subscription records.

Hill Publishing Co.

505 Pearl Street

New York City

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

★ *Power* (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 8,000.

WHAT A GOOD HOUSE POLICY DOES AND SHOULD DO

A POLICY IS AS RESULTFUL AS IT IS UNDERSTOOD AND PRACTISED BY ALL IN ORGANIZATION, FROM PRESIDENT TO OFFICE BOY—AN ANALYSIS OF THE "CODE" OF ONE BIG CONCERN—POLICY NOT FOR PUBLIC CONSUMPTION BUT FOR PRIVATE STIMULATION—THE POLICY THAT ALLOWS THE EMPLOYEE TO GROW

By Tim Thrift,

Adv. Mgr., American Multigraph Sales Company.

Has your house a business policy?

"Yes," you answer, and say (under your breath): "Foolish question No. 41144."

Is it? Cogitate on this:

Not long ago a department head of a well-known concern with a world-wide reputation put a like question to the president. "Certainly," he answered.

But the questioner was an inquisitive chap. "What is it?" he queried farther.

And to save his life the president couldn't get farther than two or three trite phrases that spring naturally to the tongue when the word "policy" is mentioned. He had to admit that their policy was an intangible thing. It existed and it didn't exist. In short, it had never been reduced to a concrete form—to a set of articles or code of principles—to the written word.

And the chances are that what was true in this case is equally true in yours.

The policy of the house is a beautiful thing to talk about, but it can never be applied with consistency until it is reduced to a concrete thing with a personality, a something definite by which the business transactions of the house may be measured.

Not only should a concern have a policy that is more than atmospheric, but the application of that policy should be clearly understood by all who have the administering of it. from the presi-

dent to the office-boy. It is a standard to go by and has a most important bearing on every act, great or small.

Without having the policy a concrete thing there can be no consistency in application or definite method in management, for what is done in meeting a certain situation to-day will be, in all probability, reversed to-morrow, and the next day will see yet another attitude of mind.

The trouble lies in the fact that the intangible policy has as many applications as there are minds to apply it. Its construction is invariably limited to the peculiar attitude of mind of the person applying it. The result is confusion and the creation of a false impression regarding just what stand the concern does take.

A policy is built. Every concern, whether conscious or unconscious of it, builds its policy piece by piece. But fortunate, indeed, is that one which puts their policy into a code of principles as quickly as possible in order that they may have something to live up to.

I say "live up to" because the most beautiful policy in the world is no more than a bundle of language if it is not lived up to insofar as possible. To write out a policy for the mere effect of hypnotizing the public with it carries the same menace as trying to live a lie.

A good policy is a standard to go by that is inspiring and uplifting. It creates a high mark to be striven for—a certain perfection that, while it may never be achieved entirely, exercises a great moral influence on all the members of the organization.

It is not the purpose of this article to dwell on how policies are written—to get into their evolution and construction—but rather to discuss the matter from the broad standpoint of policies in general and their relationship to the business. If the editor is willing, another article will take up some of the policies of well-known concerns and describe the processes of their building.

(Continued on page 26)

Get Closer to the Big Body of Live Brooklyn Retailers

Brooklyn is a great concentrated market; 1,700,000 people; \$130,000,000 annual manufacturing pay roll alone; a place where home interests are supreme.

There are over 1000 dry goods stores alone; 800 druggists and 4500 grocers. There are 350 jewelers, 650 shoe dealers and 300 hardware stores. These retailers have live, alert organizations, and are mostly aggressive business men who know how to push a product like yours.

Here is a distributing machine, close-knit, quickly covered by salesmen and drawing trade from the largest body of high-paid breadwinners that you are able to find anywhere, yet reachable so simply and inexpensively.

A group of ably edited Brooklyn newspapers cater to the universal Brooklyn home interests, and their columns are high in their result-making capacity, as demonstrated by many national advertisers.

If you want to influence Brooklyn **dealers**, as well as consumers, you have only to advertise in Brooklyn papers, for Brooklyn dealers, like Brooklyn consumers, live very close to the Brooklyn newspapers. Their home, trade, social and religious interests, could not get along without these newspapers.

Bring your dealer proposition into Brooklyn, and let Brooklyn newspaper advertising develop the truly big market which your goods deserve to have there.

Brooklyn Standard Union

Brooklyn Freie Presse
Brooklyn Daily Times

Brooklyn Citizen
Brooklyn Daily Eagle

Why Advertise in CHINA?

When You Only Have
Distribution in
Bloomington?

The Entire United States

If you have distribution throughout the country you can cover it all—large and small towns—and along any railroad—through the agency of the Outdoor Advertising Association.

Circulation—Everybody

Cost—Minimum

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or Any Number of States Anywhere

Should you wish to put on a vigorous campaign in a number of states—either grouped or separated—you can do so at pro rata cost. You don't pay one cent for circulation where you do not want it.

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or Just One State

Would you cover one state only and as thoroughly as you please? Perhaps a one-state test campaign or for any reason, this medium enables you to do so with facility.

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or a Single City in One State

If your market is confined to one city, you can reach the class or classes you desire. Or a general display will equal in circulation the entire population of the city.

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or Just a Section of a City in Any State

Your possible customers may be located on one side of the city only. Ours is the only medium enabling you to place your story before them continuously without paying for advertising throughout the entire city.

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or Just a Portion of a Section of a City in Any State

A strictly neighborhood proposition may be built up with it. These advertisements may be placed so as to actually become part of some particular neighborhood—perhaps a foreign settlement—and bearing copy in the native tongue.

THE ONLY MEDIUM PERMITTING YOU TO PICK EACH LOCATION

Or a Single Bulletin in a Portion of a Section of a City in Any State

YOU GET WHAT YOU WANT WHERE YOU WANT IT

Chicago

Thos. Cusack Company

New York

National Sales Department for the

OUTDOOR ADVERTISING ASSOCIATION

Representing all cities in the United States and Canada

At this time one example will suffice as illustrative of a broad policy that has many of the characteristics of all good policies, and yet is individual enough to fit but one concern. The "Code of Principles" of the Sherwin-Williams Company is referred to.

There are ten principles in the "Code," as follows:

1. To win on our merits.
2. To be the best and largest concern of the kind in the world.
3. To be broad and liberal as well as aggressive in our policy and methods.
4. To take a pride in our institution.
5. To be loyal to the company and to each other.
6. To foster good fellowship among ourselves, and to take pleasure as well as profit out of our work.
7. To strive constantly for the improvement and advancement of the business and ourselves.
8. To be considerate, polite and courteous in all our dealings within and without the company.
9. To be high toned in everything, everywhere.
10. To grow in knowledge and character as well as in size.

"A pretty big contract to fill!" you may exclaim. Well, it should be. A lazy policy made for lazy men begets nothing. Like a stern Puritan creed, the policy of your house should call forth the best that is in you if you are to be worthy of it.

Let us analyze the application of this "Code."

First, "To win on our merits."

Here is at once a warning and a guide to enthusiastic salesmen. The game is to be played fair and square. The house believes in its products. It wants business on merit or not at all. A volume of meaning in a line.

Second "To be the best and largest concern of the kind in the world."

Truly a laudable ambition. A tremendous goal to strive for. Even after the size is accomplished there follows that admonition of *best* and all that goes with it. It is inspirational to know that one's concern has set their mark so high.

Third, "To be broad and liberal as well as aggressive in our policy and methods."

This clause may well be said to cover every transaction with every customer or prospective customer. It is the keynote of the attitude of the house toward its trade. It gives the benefit of the doubt. It puts a *quietus* on "*Caveat emptor.*" Surely this covers any sales situation that may arise.

Fourth, "To take a pride in our institution."

The plea for loyalty. Here is the understanding of human nature that appreciates the tremendous advantage of personal interest on the part of every employee.

Fifth, "To be loyal to the company and to each other."

An amplification of the same thought. To be loyal is to co-operate, and to co-operate, with the company and with each other, is to create an invincible army.

Sixth, "To foster good fellowship among ourselves, and to take pleasure as well as profit out of our work."

This touches upon employees' welfare. The wise house to-day fosters a fraternal spirit among its men and women and mixes sufficient pleasure with their work to sustain their interest and improve them physically and mentally.

Seventh, "To strive constantly for the improvement and advancement of the business and ourselves."

To improve is the only way to progress. Satisfaction at present conditions does not mean increased business or greater efficiency. Here this important point is touched upon and made more personal through one word—*ourselves.*

Eighth, "To be considerate, polite and courteous in all our dealings within and without the company."

Politeness, consideration and courtesy pay big dividends. These three things alone exert a tremendous influence upon those who come in contact with any concern. Perhaps no clause of the ten is more difficult to live up to and none more important than it be religiously observed. This

alone can build a reputation for the house that is priceless.

Ninth, "To be high toned in everything, everywhere."

With this goes all that high toned implies. To be clean mentally and morally. To do the sane thing. To associate with those of high principles. To act at all times in a way that will not reflect discredit upon the house or the individual. Truly a task that calls for the best in anyone.

Tenth, "To grow in knowledge and character as well as in size."

Making personal ambition dominant. Self-improvement is the stepping-stone to success. Well the framers of this "Code" realized that mere size was nothing if those active in its creation did not expand in like manner.

So much for this policy of a world-known organization. It will well repay you to study it carefully for it contains much that might profitably be applied in your business.

But, harking back to your own policy—what is it to-day? Is it a

thought in the mind, or a concrete thing that is a power for good in your organization?

Think it over!

WHAT PUBLIC PAYS FOR ONE LUXURY

Tobacco is the most extensively used luxury on the face of the earth.

According to statistics compiled by Carl Werner, editor of the *Tobacco Leaf*, there are 533,357,206 pounds or 266,687 tons of tobacco smoked, chewed and snuffed in this country every year, not counting imported manufactures.

The cigarette smokers in the United States, exclusive of those who roll their own, spend over \$60,000,000 a year on this habit. There are nearly 24,000,000 of them consumed in the United States every day—nearly a million every hour.

Cigars also get due prominence, since 21,718,448 are burned in the United States every twenty-four hours, or 251 every second.

An ad club has just been organized at Erie, Pa., under the auspices and backing of the Chamber of Commerce. At the first meeting twenty-five men were present and it is intended to have noon luncheons twice a month and at frequent intervals out-of-town men, well known in advertising fields, will be brought in to make addresses.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

GETTING MAXIMUM SALES OUT OF CHAIN STORE SYSTEM

AN INTIMATE DESCRIPTION OF HOW THE REGAL SHOE COMPANY KEEPS ITS SYSTEM UP TO THE MARK—DEVELOPING INITIATIVE IN SALESMEN—HOW PRIZES ARE MADE TO STIMULATE THE MEN—HOW THE STORES ARE MADE TO STAND ALONE AND YET ARE CLOSELY BOUND TO HEADQUARTERS—EMPLOYEES THE CHIEF SOURCE OF IDEAS FOR NEW POLICIES

[EDITORIAL NOTE: Chain stores do not just run themselves. Stores in a successful "chain" are just so many direct extensions from headquarters. A look behind the scenes at the system of operation that makes each store peculiarly adapted to local requirements and yet that binds each store closely to the head office is most suggestive. The description of the Regal Shoe Company's system herewith is derived from official sources.]

For the purpose of sales promotion, the United States is divided by the Regal Shoe Co. into six "selling districts." These are laid out with reference to volume of sales, rather than scope of territory, and are known as the Southern, the Northern, the Pacific, the Middle West, and the two Metropolitan districts for New York.

By divisions and sub-divisions of duties the routes of authority are carefully defined, and responsibility for every act and for every condition always rests at some definite point. The executive power always falls on the next in authority, and at no time is there any delay owing to the absence of a responsible head.

The various grades in the selling force have, however, no definitely fixed salaries attached to them. Compensations are regulated in accordance with value to the company, as determined on the general basis of maximum receipts from minimum expenditures, so that an assistant manager at an important center may have an income twice as great as the income of a manager at some less important point.

A most striking feature relating to the compensation of store

employees was added in 1910. It consists of a profit-sharing plan by which all the employees in every store, from the manager down to the bootblack, participate in the profits of their own store. It is based entirely on those elements—such as volume of sales, sales of the more profitable styles, economy in store expenses, and so forth—which are within the local manager's control, excluding such elements as rent and advertising, which are governed largely by the home office.

This profit-sharing plan is estimated to have actually earned for the company during the first year of its operation \$26,000 *over and above the sums paid out* under its provisions to employees as their share of the increase.

At the end of every day's work the store manager fills out two daily reports, both of which are signed by himself and countersigned by the cashier. One is the daily cash report and the other is the analysis-of-sales slip. Both are made in duplicate, and one copy of each is sent to the general office each night; the others being retained for the store's files.

Every noon the cash received by each store is deposited in a local bank, and a certified deposit slip is sent to the accounting division at headquarters. This deposit slip serves as a check upon the two daily reports mentioned, and is further checked by semi-weekly drafts made by the accounting division against the funds in these local banks.

EACH STORE SELF-SUPPORTING

From the cash taken in for sales, each store pays its own rent, its lighting bills, its salaries, and its transportation and petty expenses the money therefor being taken out before the bank deposit is made.

Thus, aside from advertising expenses and the supply of merchandise stock, each store supports itself from the money which it actually receives; and deposits in bank all surplus cash, subject only to the check of the treasurer of the corporation.

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40 Advertising Cards

Any national advertiser who, for any reason which he may not at this time care to make public, desires to increase his acquaintance with advertising agencies without in the slightest degree inferring that he is interested in engaging their services, has an excellent

opportunity of doing so (without obligating himself in any way) by writing for a complimentary set of our Series A and Series B Advertising Data Cards.

- A 1. Selecting Newspapers
- 2. Selecting Magazines
- 3. The Rate Unit
- 4. Advertising Agency Services
- 5. Printing Requirements
- 6. Art in Advertising
- 7. Morning Papers
- 8. Evening Papers
- 9. Sunday Papers
- 10. The Problem of Plates
- 11. "Five Copy" Order System
- 12. Price Demoralization
- 13. Agency Responsibility
- 14. "Half Baked" Advertising
- 15. Sampling
- 16. Changing Copy
- 17. Local Advertising
- 18. Sales Follow Advertising
- 19. Distribution
- 20. The Starting Point
- B 1. Short Rates
- 2. Position
- 3. The Time Element in Advertising
- 4. Making a Schedule
- 5. One "Squirt" After Another
- 6. "Charity" Advertising
- 7. "In Season" Advertising
- 8. "Attractiveness" in Advertising
- 9. Flat Rates
- 10. A Basis for Copy
- 11. Size of Advertisement
- 12. Educational Advertising
- 13. Puffed Up With Power
- 14. Retail Friendliness
- 15. Concentration in Advertising (National)
- 16. Concentration in Advertising (Local)
- 17. Penalties
- 18. Inside Service
- 19. Keeping Up To Now
- 20. A Fallacy of Window Advertising

These cards express our "views" upon 40 important advertising problems, as shown herewith. When you have finished reading these 40 brief statements, you can then tell whether or not you will be interested in getting acquainted with us in person.

To all except strictly national advertisers, the price of the 40 cards will be \$2.00 postpaid.

When writing for complimentary sets, we would appreciate the use of business stationery and the official title of the writer.

M.P. Gould Company

Advertising Agency

31 East 22nd Street, New York



The Knickerbocker Press

Publication office.....Albany, N. Y.
 Business office.....18 Beaver St., Albany, N. Y.
 Troy office.....382 River Street
 Schenectady office.....406 State Street

Foreign Representatives,
JOHN M. BRANHAM COMPANY,
 Mellers Bldg.,
 Chicago, Ill.

225 Fifth Avenue,
 New York City.

Chemical Bldg.,
 St. Louis, Mo.

The Knickerbocker Press

Bulletin No. 22

Stages of Growth

The Knickerbocker Press since May 21, 1910, has passed through several stages of development. They are as follows:

FIRST—ON MAY 21, 1910, it was about the POOREST paper published anywhere.

SECOND—According to public opinion it had become on the 21ST DAY OF MAY, 1911, the BEST NEWSPAPER published in Albany.

THIRD—IN NOVEMBER, 1911, it was said by people generally that The Knickerbocker Press was the BEST PAPER published in the Capitol District.

FOURTH—When JANUARY, 1912, was reached you often heard the expression that The Knickerbocker Press was the BEST NEWSPAPER PUBLISHED between New York and Buffalo.

FIFTH—When the ice of winter began to disappear and navigation was resumed on the Hudson river, every one was saying that The Knickerbocker Press WAS THE BEST NEWSPAPER between New York and Chicago.

SIXTH—BUT WHEN MALCOLM GOT through reporting the Republican convention at Chicago and the Democratic convention at Baltimore it was the universal opinion that THE KNICKERBOCKER PRESS WAS THE BEST PAPER PUBLISHED ANYWHERE.

LOCAL ADVERTISERS recognize the progress which the paper WAS and IS making, as is shown by the following statement of LOCAL ADVERTISING in the Albany papers for the MONTH OF JUNE, 1912.

The Knickerbocker Press LEADS all the rest.

THE KNICKERBOCKER PRESS	237,508	Agate Lines
Times-Union	226,982	Agate Lines
Journal	160,818	Agate Lines
Argus	67,874	Agate Lines

There are, therefore, *four* daily checks on the transactions and store: the colored tags removed from all articles sold, the *cash report*, the *sales slips*, and the certified *deposit slip*. One of these reports is certified by the receiving teller of the local bank, the other three are signed by the manager and certified by the cashier of the store.

The daily tags are further checked by the individual salesmen who made the individual sales, for they are all interested in checking their own results on the colored tags for two good reasons—first, in order to hold their positions by maintaining their personal sales; and second, in order to certify their claims on certain monthly and semi-annual prizes which the company awards to its salesmen.

Some years ago Mr. Bliss, the founder and managing director of the company, became convinced that there were great profit possibilities in selling findings to customers at the time they purchased their shoes, but as no incentive had been offered for the sale of findings, the salesmen confined their attentions entirely to the sales of shoes in which field there was an expectation of extra financial reward in the shape of prize-money.

Thereupon Mr. Bliss entered one of his own stores as a salesman and demonstrated that he could sell shoe trees to *every fourth shoe customer*, a bottle of polish to *every third customer*, and other articles in varying proportions.

Upon his experience he established a quota of findings sales proportionate to the regular shoe sales, and thereafter each salesman was required to attain this quota or give place to another salesman who could and would do so.

KEEPING SALESMEN "ON THEIR TOES."

A further incentive was offered for the sale of findings consisting of two *monthly cash rewards* to those stores which reached the highest percentage of findings

sales in proportion to shoe sales. Of this prize-money one-third went to the store manager and the remainder was distributed proportionately, in accordance with the individual records of each salesman, as shown by the "Monthly - Report - of - Individual Salesmen" sheet kept at headquarters, where a detailed "score" is kept also.

And these prize offers worked out so satisfactorily that in one form or another they have become permanent elements in the Regal system.

In addition to the "findings prizes" and the profit-sharing dividends, each salesman is stimulated to swell his sales by the offer of a cash prize, awarded monthly, to those stores in each of the districts whose records excel the records of their district mates, and this competition is capped by another prize for the one store in the entire chain which surpasses all others.

Of these prizes, the store manager retains a specified percentage, and the remainder is distributed among his salesmen in proportion to the sales they have made.

Another monthly prize is given to that salesman who gains the greatest number of "sales points." Unlike the "points" established in the average selling organization, these points do not represent a cash value, nor are they based on the value of the shoe; they represent the desire of the company to dispose of certain styles.

This aim is represented by point numbers, ranging from 1 to 20. To shoes for which there is a steady or an increasing demand, no points are attached. To the shoe which must be sold within a short period the maximum of 20 points is attached. And to various styles which should be sold as rapidly as practicable, yet concerning which there is no pressing need for haste, are attached various point values—5 points, 7 points, 16 points, etc.

In this way a practical *inducement* is given for the *rapid unloading of stock* which is *depreciating in value* or is likely to depreciate in the near future.

On the principle that a competitor will always work harder when the progress of his rivals is visible to him, and when he realizes that there is glory as well as profit to be won, the salesmen are spurred to greater exertions by knowing that the results of their efforts will be published from week to week throughout the organization.

To accomplish this purpose all store managers and their subordinates are kept informed, by means of weekly, semi-monthly and monthly bulletins from the general offices, of the progress of all other stores, and their employees, in the various competitions.

Every week each store manager receives also a full report covering the work of the salesmen in his own employ, made up at the home office from the various reports he has sent in. It shows the individual record of each salesman, designated by number, on each of the several grades of shoes, and on the sales of findings as compared with the sales of shoes.

As figures are great or small only by comparison, there appears on this sheet also the sales "quota," which represents the number of sales his store was due to make according to estimates, and also a record of the actual sales of the previous week. And at the foot of this weekly report the company informs the store manager of the record of the best of the stores as compared to the record made by his own store.

DEVELOPING POWER OF INITIATIVE

Within the past few years industrial captains have recognized the principle that the power of initiative must not be confined to executive heads if the greatest returns are to be realized. They have come to appreciate the truth that this power, instead of originating at the top, and moving downward, *should originate at the bottom* and move toward the top.

In other words, capital, to attain its highest productiveness, must use the brains as well as the services of labor, and while authority must extend downward,

12 in. = 1 ft.

In the future, advertising space in McClure's Magazine will be sold on the basis of 500,000 circulation—90 per cent guaranteed net paid—**pro rata rebate on any circulation you don't get.**

Rebates, if any, will be figured on the average paid circulation for the twelve months beginning November, 1912, and will be payable in cash.

In taking this important step, McClure's recognizes the desire and the right of the advertiser to know in advance what he is paying for.

McClure's hopes that it may lead to a closer and more satisfactory relation between all advertisers and all magazines.

McClure's Magazine

ERNEST F. CLYMER
Mgr. Ad. Dept.

suggestion should extend upward freely from those who are in intimate touch with minor details of the industrial mechanism.

The task of getting the fullest possible value in the way of suggestions from every employee is one of the duties of the promotion committee. Its work in general may be classified as follows:

First, to stimulate and encourage the "healthy" stores.

Second, to investigate and treat stores from which the least recession in sales is reported.

A falling off in any store is promptly announced through the daily, weekly, and monthly reports, and the instant a store shows such a tendency, the first step is to discover and analyze the cause.

The investigation is usually begun by getting answers to the "List of One Hundred Questions," which is sent to the manager and district manager of that store.

This list is divided into thirteen sections, each section devoted to a separate phase of the shoe business, and each section containing a number of vital questions. Those questions are founded on the chief article of faith of the Regal Shoe Company, which is:

"It can be done. It is up to us to find the way to do it."

They concern such subjects as the condition of show windows, of interior appearance, of appearance of employees, of the stock of shoes, of the findings, of the repair department, cashier's desk, nature of any special selling methods which may be practised, and expenses.

All the main heads of information are covered which can be of the least value to the officials in rectifying unsatisfactory conditions.

"Is the store open at 7:30 a. m. and dusted and ready for business at 8 a. m.?" is the first question on the list. "Is the glass cleaned and clear?" "Are all necessary styles displayed?" "What is the appearance of the chandeliers?" "The appearance of salesman No. 4?" "Is the repair work up to the standard?" "Are the lights turned off when not in use?"—and so forth.

All trifling matters, one might say, yet in the aggregate composing the sum of success or of failure in a retail establishment.

HOW A STORE IS "LINKED UP"

Opposite each question two columns are provided for the verdicts of the traveling auditor, the store manager and the district manager. In making out this report, one hundred per cent on each query means perfect. The manager puts down his answer in the form of a percentage number, as does the auditor and the district manager. In this way opinions of three responsible officials are presented to the promotion committee, and a fairly accurate view of conditions is the result.

In initiating changes of policies and measures for improvement, the promotion committee relies largely on opinions of the employees themselves. It, therefore, has jurisdiction over certain special prizes which are offered for suggestions. Twice a year three of these prizes are awarded in each of the three main divisions—factory, selling, and accounting—to those employees who have to their credit the greatest number of adopted improvements. Every employee is eligible to the competitions.

The promotion committee considers all the suggestions, sifts out those which are undesirable, and announces the numbers of those which are accepted on the bulletins.

Bulletins covering this competition, in so far as it concerns the store department, are sent at intervals to every store and are posted on the store's bulletin-board. They give the names of all employees whose suggestions have been adopted, the stores with which the men are connected, their rank for that month, and their rank for the entire season. In this way credit is publicly given to all successful competitors.

In a similar way a weekly bulletin is sent to every store, announcing the status of the salesmen in the competition for points, both on finding sales and on shoe and findings sales combined.

To-day's Magazine in larger size

beginning with the November issue—800-line instead of 400-line page. Forms close *September 5th*. There are several important points to be thrashed out between *you* and *me* between *now* and *then*. Read my letter on this subject.



Advertising Manager

CHARLES DORR
6 Beacon Street, Boston

HOWSE & LITTLE CO.
People's Gas Building, Chicago

The advertising work is no less interesting. It is divided into three divisions. The first division is devoted to the interests of the stores; the second to the interests of the agencies, and the third to the establishment of direct lines of trade between the public and the factory.

In the interest of the stores, space is used in local newspapers. In case more than one store has an advantage from such advertising, the expense is distributed proportionately to the sales made in the several stores thus interested during the period of advertising.

THE MAIL-ORDER DEPARTMENT

For the purpose of getting in direct touch with the public, space is taken in periodical publications. This species of advertising is paid for by the mail-order department, which is conducted at the Boston headquarters on the same principles of organization as a regular Regal store, with its manager, assistant manager, cashier and clerks. With this mail-order department are connected six substations, at Chicago, New Orleans, Philadelphia, San Francisco, St. Louis, and New York.

Like each store, the mail-order department must pay its expenses from its own receipts. As each store keeps a record of the sales made by each salesman, so the mail-order department keeps a record of the actual returns from every dollar paid for advertising in each periodical. Such a record is kept by means of "keyed" advertising; and any publication which does not show direct returns commensurate with the money expended, is discredited in exactly the same way that a salesman is discredited for failing to make sales sufficient to show a profit to the company in his services.

Serving as an auxiliary to the advertising department is the window display department. From this department emanate all mechanical devices—like the Regal buzz-saw, which has been displayed at various times in practically all of the Regal stores and agencies in America and Europe,

the Regal aeroplanes and a mass of advertising signs, bulletins and pictures.

New styles are offered to the public twice a year, in September and in March. At least sixty days before these styles are to be seen by the public the specifications for them must be in the hands of the factory officials.

The information on which these specifications are based is collected by the store managers, and by special investigators employed for that purpose, much as representatives of large dressmaking establishments are employed to observe and report fashion tendencies in Paris and Vienna.

In this way the company is able to determine what styles are likely to be in demand at all the large centers of this country.

The store managers then confer with the district managers, who go to local custom shoemakers, just as Mr. Bliss did twenty years ago, and order styles that conform to the local tastes. These shoes are then sent to the managing director and general store manager, and they select those styles which shall be turned over to the factory forces as models for the coming season.

The flexibility of the Regal system and its comparative independence of current business conditions were well illustrated by the fact that during the money panic of 1907 its factories were kept running with their full complements of hands on full schedule, and no concession of any kind was made to the crisis.

WHICH BRAND OF SMOKE?

Here is a wild burst of plaintive publicity from a Paris bookseller's advertising in a French newspaper:

"They will appear in the springtime, when April croons her melodies in the gardens of the Ile-de-France, when May proclaims herself by the limpid warmth of the twilight, when the azure noon with the white angel-clouds blossoms with alléluias and with its blazing beams floods the childlike soul of the gentle fiancée: three poems of Henry Hoppenot, and amid the joy of the reborn year they will exhale only the sorrowful and tender humility of the primroses beside the dusty road."

One is forced to wonder if Henry's advertising man has not abandoned absinthe for a certain brand of American tobacco.—*Office Appliances.*

THE HOUSE-ORGAN THAT KEEPS OUT OF THE WASTE BASKET

HOW TO FIND OUT IF IT IS "TAKING HOLD"—"BOUQUETS" FROM THE INSIDE OF NO SIGNIFICANCE—THE KIND OF STUFF THAT GETS A READING AND CREATES A WELCOME—THE FIRST MISSION OF THE HOUSE-ORGAN

By V. L. Price,

Vice-President, National Candy Co., St. Louis, Mo.

The one great object to attain in issuing a house-organ is to overcome the "chucking" habit of those who receive it; in other words, to stop up a quick route to the waste basket.

No matter how artistically printed, nor how effectively written a house-organ may be, there is no room for argument against the assumption that all the effort and skill put into it is wasted if it isn't read and read earnestly.

The fellow who gives his time and attention in the preparation of a house-organ most naturally thinks well of it; it is as human so to do as to think one's own babies are the nicest and to find ready excuse for one's errors and omissions.

This human tendency makes one susceptible to flattery, under which influence a high opinion of one's efforts is made to take the place of an honest knowledge of that which is really being accomplished.

There are a lot of customers and plenty of sellers who are seeking to get into one's good graces who use the easy route of praise.

Look out for them or they'll get your goat and you'll go on and on, spending your time and money in the furtherance of a phantom benefit.

Don't take too much stock in this indirect results argument, because in so doing you may get yourself into the very dangerous position of giving credit where credit is not due.

This will lead you to the spending of too much energy in directions of waste and friction.

Shopping

The woman
who shops in
The Woman's
Home
Companion
does not need
to decide
whether an
advertisement
is honest.
She only needs
to decide
whether she
wants those
goods.

Getting back to the main issue, the overcoming of the "chucking" habit, I am going to tell of some things I've done to prevent it.

In the first place I have lost faith in art and art alone as a means of attracting effective interest.

Pretty publications are all right for printers and lithographers to show the extent of their printing skill. But the rapid and very apparent demand for good business literature has side-tracked the pretty cover and artistic effect, for facts, reasons, ideas and information.

Competition in all lines of business makes it necessary for all of us to look elsewhere in our industry for suggestions and ideas as well also as to sources outside of our own industry.

The views of others in other lines of business can often be seized upon and turned into good results in our own business.

That is why you and I read **PRINTERS' INK**.

Allowing this to be a fact, one source of determining the effectiveness of your house-organ, so far as its contents other than advertisements is concerned, is the interest displayed in it by outsiders.

All business men are more or less interested in the same line of selling arguments, and when you can work up a good healthy subscription list with houses outside of your own line of business, you can be sure you are handing out a pretty good line of dope, and that it will "take" with the people you are particularly desirous of reaching and influencing.

Another way to find out how well your house-organ is being received is to just stop sending it to a certain number of those to whom you are regularly mailing it.

If you get inquiries from them as to what has become of it, or word to the effect that it wasn't received, you'll know your house-organ is really doing good and creating interest.

At the best, a house-organ can serve no better mission than to create a favorable impression of

the house it represents and by so doing *prove an effective entering wedge for the salesman or printed follow-up.*

When you write for your house-organ, talk plain, just as you would if your prospective customer was sitting across the desk from you in a receptive mood for a heart-to-heart talk.

Play to the common things, the difficulties and the effective methods with which you are personally familiar.

Don't be afraid to trust to the fact, and it is a fact, that all men in business have things in common.

Don't ape Shakespeare, or I should say, don't try to.

Don't copy from other publications.

This is a lazy method and one which cultivates chestnuts.

Put your own dope on every page; it will show that you are heart and soul in your house-organ.

And there's nothing like an evidence of earnestness to create interest.

BIG OR SMALL, READS IT ALL

THE DAYTON CHAMBER OF COMMERCE.
DAYTON, O., July 24, 1912.

Editor of PRINTERS' INK:

That wonder book, known as **PRINTERS' INK**, issue July 18, has come to hand, and I am in the pleasant occupation of devouring the contents.

You may think that with the many periodicals that come to the Chamber of Commerce I would have time to devour any of them, but I hasten to advise that **PRINTERS' INK** is one of the very few I consider as gospel, and if the edition is the ordinary one of some hundred pages, or a mammoth one of 160, it matters not; somehow I find time to read it all—not only find time, but take time—time well spent, time invested. F. W. FANSHER, Secretary.

WOMEN STUDENTS AS WINDOW TRIMMERS

The class in household economics at the Woman's College, Frederick, Md., recently volunteered to trim the windows of a local furniture store. The proprietor good naturedly consented. The windows dressed by the women made a hit. The class of fifteen was divided in groups of three, each group in succession having charge of the windows for a week. Meanwhile the others acted as critics. Each window represented a room of the "Model House," the furnishing of the Model Home being a course of instruction in the college.

Advertising—

Have you not known of cases where a certain type of advertising paid out for one firm and proved a failure for another? This book tells why.

* * *

Did you ever stop to think that some advertisements must induce the expenditure of money that the customer did not intend to spend, while others only have to influence the exercise of a choice in making a purchase already contemplated? This book shows the importance of this point in preparing copy and how to meet it.

* * *

Did you ever stop to think that a man feels his need for some articles the moment he sees them described, while for others a need for them must be created? This book tells how to plan out the Copy on this basis.

* * *

Did you ever stop to think that specifying a certain brand is one thing when it can be done without bother or change of habit, but an entirely different matter if it requires a man to change either his buying methods, or his habits, or his past beliefs? This book points out the difference in the kind of Copy required.

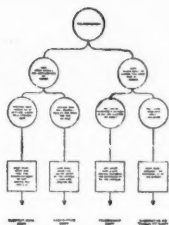
* * *

Did you ever stop to think that business policy dominates the man who buys as well as the man who sells? This book tells how to appeal to the customers' business policy, in writing advertising.

* * *

Did you ever stop to think that it is better to have an advertisement unread by many of the people who see it, than to have it unconvincing to those who do read it? This book tells when to throw to the winds the logic of "men won't read it".

—Copy —Space —Methods —Mediums



How to use this Chart in writing copy for any proposition is explained in this new book.

SYSTEM has published a new book.

Its title is "How to Advertise to Men".

It tells how SYSTEM discovered the principle that has made its own advertising and its circular letters and its booklets remarkably effective; why the peculiar style that dominates in all SYSTEM'S advertisements and letters was adopted; to what other sorts of propositions this style is adaptable; how to find what style is best adapted to any proposition, and why; explains a simple method of graphically charting the work any advertisement must do, and finding from this chart what to put into the copy.

It tells how to determine the amount of space most effective for any advertisement, and the amount of reading matter to put into the space.

It tells how to accurately study out the pulling power of a magazine, and how to discriminate in amount of space to be used in the various mediums finally chosen.

It is a "book of experiences". It reduces to simple, clear, practical principles the results of experience in advertising to men.

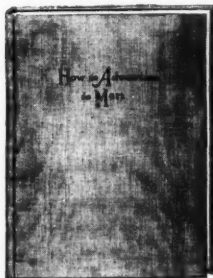
It is a book worth deep study by any magazine advertiser whose product sells to men. It is a valuable fund of information and concrete ideas put in practical order, for any man who has a product to sell to men and who contemplates magazine advertising.

It is a big book 12 inches x 9½ inches, 64 pages, printed on heavy enamel paper, bound in thick buckram.

Every point is illustrated by actual advertisements.

The book will be sent free by the Advertising Department of SYSTEM to any man filling out the coupon in full. To those who do not care to fill out coupon, it will be sent prepaid on receipt of \$2.

Price \$2 But if you have a product to sell to men and are using, or contemplate using, magazine advertising, fill out the coupon and the book will be sent **Free**



Send me free, transportation prepaid, a copy of "How to Advertise to Men".

Name

Address

Firm Name

My Position

Product I Might Advertise

Wabash & Madison **SYSTEM** 44-60 East 23rd St.,
CHICAGO THE PUBLISHERS OF INK NEW YORK

HOW THE MAIL-ORDER GUARANTEE WORKS

AND WHY SUCCESS DEPENDS UPON
LIVING UP TO THE POLICY IN
EVERY RESPECT—CATALOGUES AS
"GUARANTEED COPY"—THE GUAR-
ANTEE AS TREATED BY BIG CON-
CERNS—THE CERTIFICATE OF DE-
POSIT PLAN

By Roy B. Simpson,
Advertising Manager, Roberts, Johnson
& Rand Shoe Co.

The mail-order business is founded on competition. This means that success depends upon reliable merchandise and a square deal policy in refunding the full purchase price and all incidental expense in every case where the customer is not satisfied.

The man and woman who send away from home for any article of merchandise show confidence in your claims or they would not part with their money before seeing the goods. If the goods fall short of your advertised claims, you have lost the confidence of that customer as you will of nearly every other customer who buys the same article.

But, on the other hand, if you have an honest article and it is advertised for just what it is and priced at a reasonable figure, most of your sales will stick, but if some customer should feel that he is not getting his money's worth, or if the goods are for any reason unsatisfactory, you will lose the confidence of that customer unless you promptly refund the full purchase price together with all expenses such as the cost of money order, and freight or express charges both to and from the home town of the buyer.

Examine the catalogue of any prosperous concern selling goods by mail and you will find that the guarantee of that concern is as strong and as broad as good intentions and the English language can make it. If you are not prepared to go the limit in the matter of guarantee you had better stay out of the mail-order business.

It is now the custom for the big mail-order houses to print the

guarantee on the first cover page of their catalogue. It is printed in big type because it is of more importance than the title of the book itself. This guarantee which has become almost standardized is in substance as follows:

"We hereby guarantee every article in this catalogue to be exactly as described. If you find any article different from what we say it is, or if for any other reason it is not satisfactory in every particular, return it to us at once and we will immediately refund the full purchase price together with all postage and freight or express charges both ways. This iron-clad guarantee insures you absolute satisfaction on every order you send us."

Following are the names of several well-known banks, express companies, etc., as references.

This guarantee on the front cover of the catalogue immediately inspires confidence. By some it is considered a "teaser" because it makes the recipient of the book go through it carefully and look up the various articles that are used by himself and family. He instinctively feels that he is dealing with an honest concern and he knows that he can get his money back if the goods are not up to his expectation.

Several years ago I saw a practical application of the mail-order guarantee. An intimate friend, who was in the tailoring business, had lost a number of customers to a mail-order tailoring concern in Chicago. The Chicago concern at that time was advertising "An all wool, worsted suit made to order for only \$10."

"Send no money," the mail-order ad read. "But measure yourself according to these simple directions—send the measurements to us. We will make up this suit to your order and ship it to you by express with the privilege of examination. If it is not exactly as represented and satisfactory in every way, tell the express agent to return it to us and you will not be obligated in the slightest. On the other hand, if the suit pleases you, as we know it will, pay the agent \$10 and ex-

press charges and the suit is yours."

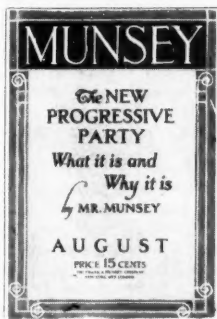
My friend, the tailor, sent for this suit to see how it was made. He had no intention of buying it, but did as many other local merchants have probably done, took advantage of a liberal guarantee to get a line on his competition.

The suit came within a week after it was ordered. It was all wool, but it was *shoddy* wool. It was sewed with silk thread as advertised, but there were only five stitches to the inch. Nothing was said about this in the advertisement. The suit was exactly as described and illustrated and was probably worth \$10.

The tailor wanted to keep the suit to show some of his country customers in comparison with his own garments, but he let it go back immediately to see if the guarantee had been made in good faith and if there would be any quibbling. It was packed into the box and the express messenger took it away with him.

Within a week the Chicago house wrote the local tailor a courteous letter expressing regret that the suit did not please him. The letter further explained that the suit was the best value that could be given at \$10 and it was made for the class of trade who could not afford to pay more. The letter continued: "No doubt you want something better, and we are therefore sending you our complete catalogue showing samples of the many beautiful fabrics we regularly carry in stock and from which we can make you up a suit according to your own desires at prices ranging up to \$25. These suits cannot be duplicated by the small local tailor. You would have to pay \$5 to \$15 more than our prices for equal excellence."

A series of strong "come on" letters followed the catalogue and finally my tailor friend bought a \$25 suit from the Chicago concern for comparison with his own sartorial productions and it compared favorably with the average suit he turned out at \$35. The merchant tailor was losing business to the Chicago house and he wanted to know the reason why.



FIFTEEN leading automobile manufacturers—the most successful ones—have been steadfast in their use of the four big magazines.

Munsey's Magazine has been a factor in all the national advertising successes of twenty years.

The Frank A. Munsey
Company
175 Fifth Ave., New York

The Chicago concern is still in existence. They have grown rapidly and are now big advertisers in the standard publications. They could not have succeeded as mail-order tailors without giving good values and doing all or more than they agreed to do.

In the big general mail-order catalogue you will find the guarantee repeated and elaborated dozens of times before you reach the last page. In the sections devoted to sewing machines, vacuum cleaners, pianos, etc., you will find the guarantee extended to cover the wear of the article and frequently a form of bond is given to insure an article for five, ten or twenty years' service.

As a part of the follow-up plan a free trial of thirty days or longer is often allowed under a certificate of deposit plan by which the customer deposits the price of the article with his local banker payable to the order of the seller within a certain period provided the buyer does not show the banker a return bill of lading before the time limit expires. Upon receipt of the return bill of lading, the banker returns the depositor his money, but if the depositor fails to show a return bill of lading within the required time, it is mutually understood that the article is satisfactory to the buyer and the deposit then passes to the credit of the seller.

During my connection with one of the largest vacuum cleaner concerns in the United States, the certificate of deposit plan was the means of obtaining a large number of mail orders from nearly every state. This plan enabled the buyer to give the cleaner a thorough trial in his own home or office before parting with his money and from the manufacturer's view-point, it was as good as selling the machines on credit without the risk that the credit business would involve. The guarantee issued with this vacuum cleaner was in the form of a bond signed by the president of the company. This guarantee covered the construction and the wearing qualities of the machine, but in the booklet used for pro-

motion purposes, the guarantee of satisfaction was expressed by the sentence in big type: "Your money back if you are not satisfied after a week's trial."

This booklet and the guarantee were the means of obtaining a large number of high grade agents through the United States. One prospective agent in Peoria, Ill., answered the first advertisement by requesting a booklet. He came back promptly and said he would like to be our agent. He wanted us to send him an agent's sample without charge. He said he had been a manufacturer's agent for twenty years and had never paid for a sample of anything. We replied to his letter, emphasizing the standing and reputation of the company and the guarantee back of the machine. We further informed him that if he wanted to be our agent he had to talk quick, as there were other inquiries from his city. He wired an order for fifty machines, to be shipped sight draft.

Another man in Memphis wanted the agency for his city. He declared that he wasn't buying a "pig in a poke," and wanted us to send a sample at our expense, before he would "dicker" with us. Our reply to his letter brought an order for five machines, accompanied by the cash. The guarantee made the sale.

Another prospective agent in San Francisco after seeing the catalogue and the guarantee bond wired for ten machines to be shipped by express C. O. D. A considerable number of the new agents either sent money or obligated themselves to pay for the machines on arrival before they had even seen a sample. The booklet, the guarantee of satisfaction and the guaranty bond were in the main responsible.

It does not matter what class of merchandise is to be sold by mail, whether it be a safety razor, a vacuum cleaner, an automobile, or a stock of general merchandise, you must make your guarantee so strong that there will be no doubt as to your ability to deliver the goods and give your customers a square deal.

SUCCESSFUL FARMING

Six
Hundred
Thousand



Each
Month
Guaranteed

ONE BASIC FACT

The value of farms and farm property in Successful Farming's territory, "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY" is approximately

\$25,000,000,000

The value of farms and farm property in all of the rest of the United States put together is only approximately

\$16,000,000,000

Successful Farming reaches 25 per cent of the farmers in its territory, the North Central States. This does not count anything but the direct influence of Successful Farming on its own subscribers; but it is fair to assume that it has a much wider influence than that.

No other farm paper or publication of any kind reaches so many farmers in the North Central States as Successful Farming does.

Surely the strongest publication in the richest territory in the United States ought to head the list of every responsible advertiser who desires to do business with the farmers.

"Get the Successful Habit."

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

"Business Improving lega

Above is the heading of the Literary Digest which presents the advent of a big business boom

"Strikes and unrest in the labor-world plus the psychological excitements and uncertainties of a presidential year have been powerless to check the even advance of prosperity in the United States, if we accept the testimony of the financial press." The Literary Digest.

"The conundrum of why business is not bad is a good one to give up." New York Times.

"General Business is looking to the farms for the key to prosperity, regardless of presidential campaigns," is The Wall Street Journal's explanation.

Dun's Review and Bradstreet's agree that the gradual but constant betterment of business conditions for some time in progress and now evident in this country insures an improvement in trade, if the crops are good, regardless of politics.

"The first half of the year closes with much of actual achievement in the betterment of business and of much promise for the remainder of the year. * * * * The promise held out for the remainder of the year rests mostly on the strengthened confidence of manufacturers, traders, and investors, and on the favorable prospects for the crops. As to the latter, conditions are propitious for good yields." Dun's Review.

Since the publication of the articles from which the foregoing excerpts are taken the crops have safely passed the danger point.

COMFORT has the Largest Rural Ccul

g regardless of Politics"

g of able article in *The Liter-*
 resee *convincing proof of the*
 sine boom *this coming fall.*

The largest wheat crop in the history of this country is already nearly harvested.

"The demand for laborers at advanced wages has run ahead of the supply," reports the National Employment Exchange.

The railroad traffic-managers predict a car-famine this fall because of the

Big Crops and Bumper Harvest.

Get the trade of the farmers, whose prosperity is the cause of national prosperity, by advertising in

COMFORT

Apply through any reliable agency or send direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,
 CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative
 FRANK H. THOMAS, Representative

arest and Best Circulation in the World

HOW A NEWSPAPER PUBLISHER LOOKS AT THE RATE CARD

THE LOGICAL BASIS UPON WHICH RATES ARE BUILT—NO MORE REASON TO YIELD TO THE ADVERTISER IN RATE MAKING THAN IN EDITORIAL POLICY—UNIFORM RATE CARD NOT FEASIBLE—PORTION OF AN ADDRESS

By Joseph Blethen,

Vice-President and Manager the Seattle *Daily Times.*

In studying the cause and effect of his business, the newspaper publisher can very quickly determine the average rate per line (or per inch) for each thousand of circulation charged by the newspapers of the United States. These newspapers fall naturally into three classes. Those with circulations under 50,000, those with circulations between 50,000 and 100,000, and those with circulations above 100,000. Suppose a man be concerned with a newspaper in this middle class, with a circulation above 50,000 and under 100,000. He can demonstrate without leaving his desk that the average rate for the newspapers of the United States in that class is almost exactly two cents per inch per thousand of circulation. Position charges are piled on top of that. When a publisher is able to show this compilation of figures to an advertiser, and then show that his rates are within that average, he has made a good beginning.

In actual practice four-fifths of the income of the daily paper comes from advertising, and but one-fifth from circulation. In other words, the modern newspaper is supported by its advertising rather than by the sale of the news it carries. It is a systematic medium for the carrying of the publisher's message of news, amusement and instruction to the public, supported and paid for by the message of the merchant, which is carried along with that news. A publisher whose income from circulation does not return to him the cost of the white

paper consumed in his publication, but who finds that most of the cost of his production, and all of the profit—if there be any profit—must come from advertising, is going to know pretty thoroughly why he is entitled to a certain rate before he approaches an advertiser on so vital a subject.

Nor can the publisher yield to the advertiser in the making of rates any more than he can yield to the advertiser in the making of the news or editorial policy. An analysis of the figures of the newspaper with which I am connected—made some months ago—discloses the fact that the largest individual advertiser on our books is paying us not quite 3 per cent of our total advertising revenue. By what reasoning should that three per cent have an advantage over the other ninety-seven per cent? Why should that three per cent be given the honor of naming the rates of our paper, or of dictating our editorial policy, or of ordering or suppressing news? To yield to the demands of the three per cent would be to offend and to injure the ninety-seven per cent. Does it not appear at a glance that this particular customer would not be the largest individual advertiser on our books were it not that the conditions of competition created by the other ninety-seven per cent make it profitable for him to use such a big quantity?

Suppose, by way of example, that the publisher has one hundred customers in his advertising columns, and that they are patrons to an equal extent. If these advertisers should form an organization to study the newspaper business and arrive at the cost of the papers in their city, they could dictate to the publisher the rate which they should pay. But such an organization is impossible. Advertising is made use of by each of these one hundred customers as a means of competition with the other ninety and nine. That competitive principle is the publisher's weapon of defense as well as of attack.

The one advertiser who comes to a publisher and demands a cut

rate or the squelching of a story on penalty of losing his business should be told to cut and be happy; and the publisher should inform the ninety and nine of what he has done, that they may realize the value of the publisher's actions to them. They have one less competitor in his columns. The trade at once discovers that the publisher is serving the body of advertisers, and not the individual, and that such rules and regulations as fit the body of advertisers must be accepted by the individual with good grace.

The publisher who has established a rate card that is fair as between himself as a producer of a valuable commodity and the body of consumers of that valuable commodity is entitled to resist the attempts of the individual for concessions. In other words, when a newspaper has established a family of readers, the two best assets added to that circulation which the publisher can offer to his readers are a strictly maintained rate card and a sharp

supervision of credits. If every advertiser knows that he is getting the best rate possible from the publisher, then his only problem is to determine whether the product of that publisher is of use to him.

Right here I wish to call attention to the fallacy of rate cutting as between newspapers. Of course, where there are more papers in a given field than that field can support, there comes the old trial of strength, and ultimately the survival of the fittest. But in the older and more settled fields the relationship between the cost of operating a newspaper, the size of the body of readers it can secure, and the price it should charge its advertisers may be figured as accurately as can a projected street-car service. In such a community a newspaper ceases to be an experiment, and there should be no such thing as rate cutting by one newspaper with the idea of running another newspaper out of business. Concessions in price for quantity or for

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

concentration in one medium may rightfully be granted, but these concessions should be graduated, should appear on the rate card, and should be known to all customers. Each publisher should be thoroughly prepared to defend his own rates, and to frankly admit that the use of space in other papers at rates fair on their circulation merits his respect. If my rate is one dollar an inch, and my nearest competitor's rate is eighty cents, and the next one is sixty cents, and each of us is getting the rate that is fair compared to our circulation, then I have no complaint to make of my competitors, and should stand or fall by my ability to bring results on my rates to my advertisers.

If I can believe what certain publishers tell me, their experience with a flat rate approaches the ideal situation, and lessens the troubles of a publisher, for the reason that there are always more small advertisers in a given newspaper than large ones, and the flat rate particularly pleases the small advertiser. As for myself, I believe that the large and steady advertiser deserves a better rate than the lesser or the transient advertiser, for the reason that it is on the bulk of the contract business that the publisher figures his budget.

THINKS UNIFORM CARD NOT FEASIBLE

As to this talk of establishing a uniform rate card which should apply to all the papers of the United States, varying only in quantity of circulation, I have little to say, as I do not consider the plan feasible. Given two newspapers of exactly the same size of page, the same number of pages to the edition, and the same circulation, there would be conditions of operation and conditions among the advertising community which would require variance in operating methods. The conditions which would work splendidly on one of these papers would be irksome on another. If all of the advertisers in any one of these papers are being treated fairly as between themselves, then the rate

card is practical and obviously sensible.

Another point under the head of maintaining a rate card is the new movement among newspaper publishers to exclude the work of a press agent, and here I know I will meet criticism from many of the agency men who come at the publisher of a newspaper not only for a concession for such and such a big advertiser, possibly because the weather is hot or it is cold, or the State legislature is favorable or unfavorable, but also for the printing of free reading matter. Having met the agent and convinced him that our medium is worth the price asked, and that there is no price cutting, nor bill discounting on our sheet, we have next to meet him in a debate concerning free advertising in the shape of reading matter. A free reading notice amounting to ten per cent of a customer's paid space is exactly equal to a cut of ten per cent in the original rate. The publisher owes it to the ninety and nine to decline this to the one-hundredth advertiser.

STORE FRONT ADVERTISING

It is very interesting indeed to glance over the bulletin published by the Store Equipment section of the *Dry Goods Economist* and to realize the interest taken by dealers all over the country to improve their store fronts, with a view to promoting window displays.

Firms located in towns that we seldom hear of are sending inquiries on the subject of remodeling, store decoration, window trimming, etc.

In this one bulletin appears a list of retail merchants located in towns like the following:

Seaside, Ore.; Rensselaer, Ind.; Cordington, O.; Weyanwega, Wis.; Hallan, Neb.; Hubbardston, Mich.; Fairwater, Wis.; Pineville, Ore.; Whitefish, Mont.; Crowlake, S. D., and other places which are seldom honored on stop-over tickets of limited trains, who are sending in inquiries about store fixtures, glass front construction, steel shelving, artificial lighting, window decorations, and fixtures of various kinds that will promote service to attract trade.

There is no doubt in the world that store service and window display advertising has become one of the greatest forces in fighting the mail-order and large city competition, which remains in the power of the local merchant.

There is little risk in the investment of capital in this form of advertising, and it should by all means have first consideration. — *Globe-Wernicke "Doings."*



14 out of 15 Were Made Famous in Cars

Some time ago the Detroit Edison Co. issued a booklet called "Ad-folk in Switchland." Characters made notable by advertising were borrowed from their respective activities, and made to do temporary duty for electricity.

14 out of 15 of these characters had appeared in the street cars. Of the 14 nearly half had appeared **ONLY** in street cars. Others had appeared **PRIMARILY** in street cars.

This raises a question—

Why is it that people outside of the advertising business almost invariably talk of street car advertising when the question of advertising is brought up?

Again—

Why is it that when charity and other organizations dominated by women decide to advertise, they use car space?

Perhaps, after all, the people behind the scenes are not the best judges. Actors and producers can never prophesy accurately the future of a play—they must leave it to the audience.

It has been our experience that if you leave the matter of advertising media to the great audience of consumers, the majority will mention car advertising first. Isn't it logical that they should, since millions upon millions of them use the cars every day of their lives.



Just by way of a test, ask twenty of your acquaintances not connected with the advertising business what advertisements they remember. Their answers will tell you at the same time what advertising **MEDIUM** they read most frequently.

Then let us know which leading cities should be producing more business for you—right now.

Street Railways Advertising Co.

HOME OFFICE
"Flatiron" Building
New York

CENTRAL OFFICE
First Nat'l Bank Bldg.
Chicago

WESTERN OFFICE
242 California Street
San Francisco

HOW TO GET BALANCE IN LAYOUTS

BALANCE AS MATHEMATICAL AS THE MULTIPLICATION TABLE — TONE BALANCE (DEPTH OF BLACKNESS) AS IMPORTANT AS MEASURE BALANCE (RELATION OF AREAS) — THE EYE CAN BE TRAINED TO SECURE THE DESIRED EFFECT WITHOUT STOPPING TO FIGURE IT OUT

By Howard V. O'Brien.

There has been some thinking — and more writing — about the psychology of copywriting, and it is possible to predetermine, with considerable accuracy, how the mind of the reader will jump. But there has been far less consideration accorded the far more scientific study of the reader's eye. Pleasing the sense of sight is looked upon largely as a matter of chance. "One man's meat," and so on. As a matter of fact, the basis of æsthetics is as purely mathematical as the multiplication table, and fundamentally, there can be no possibility of not pleasing every eye, provided certain very definite rules are observed.

Take the Underwood Typewriter ad, page 55. It fails to quite satisfy. Why? Oh, well, it just doesn't happen to please *me*, you say. As a matter of fact, it won't please *anyone*. It simply cannot, because it violates a fundamental law of design. *It is not properly balanced.* The part that balance plays in pleasing the sense of sight is readily demonstrated by a simple experiment in the psychological laboratory. A figure (figure 2) is shown to a

subject, upon whose arm has been placed an instrument designed to indicate muscular effort. At once the indicator moves. A diagram is then substituted in which the black spots are of *equal size* * * * and the needle promptly returns to zero. What has been shown? Simply that *any figure which is out of balance produces a very material sense of muscular strain upon the one who sees it.*

Look again at the cut on page 55, with this experiment in mind. The amount of space taken up by the typewriter and the text beside it, is about the same. The two balance as to *measure*. But see how much darker the machine is than the type. One side of the ad is considerably *heavier*, from an optical standpoint, than the other. It is therefore out of balance. It gives the observer a vaguely un-

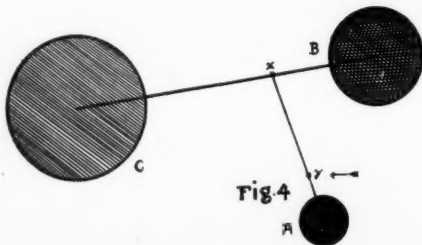
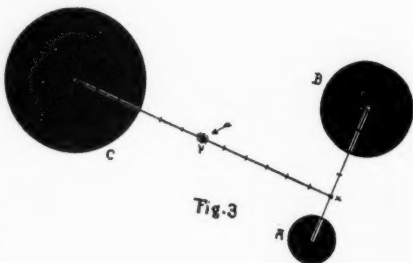


DIAGRAM ILLUSTRATING LAWS OF BALANCE

Will your catalog survive the durability test?



From the moment your catalog leaves your office until it reaches the buyer's desk, it undergoes a durability test. In the shipping room, mail car, and post office, it is thrown, jammed, crushed and knocked about—no mercy is shown it. If your catalog is not prepared to withstand this rough usage, it will reach your prospective customer in a soiled, corner-jammed condition. Its attractiveness—its sales-value—will be lost. It will make a beeline to the waste-basket unread.

PRINCESS COVERS

stand the mail-bag test. "Durable" is one adjective which accurately describes them; "beautiful" is another. Their strength and toughness enable them (aided by a Princess Wrapper) to present your catalog to the buyer with its beauty and freshness unimpaired.

Send for beautiful book of samples

showing the eleven unusually attractive shades, and the two unique finishes that our line offers for selection. The book is full of valuable suggestions—ask for it on your business letter-head.

**C. H. DEXTER
& SONS**

Box D

Windsor Locks, Conn.



"It's a Corker"

wrote a woman when
sending in her renewal
to

The Theatre Magazine

Each issue of The
Theatre arouses an enthu-
siasm which does not
abate until the fourth
cover is reached.

Are YOU receiving the
benefit of this enthusiasm?

NEW YORK

Chicago

Boston



comfortable feeling that part of it will fall down. It isn't pleasing. It is not, therefore, thoroughly efficient in attention value.

The Greeks understood these things very well. For example, they made the pillars of their temples larger in the centre than at the ends, because they knew that perfectly straight sides would convey an impression of conceavity—and consequent weakness. Designers of type realize the same principle, when they make the lower side of such letters as "S" and "B," the figures "3" and "8" larger than the upper. It offers a pleasing, restful idea of *stability*—which is only one of the manifestations of *balance*.



Families of the future will bear the same love for their Cowan Cabinet-mode Furniture as is today bestowed on old silver, tapestries and jewels.

The solid mahogany spool desk illustrated above is a beautifully figured Cuban mahogany piece, inlaid with East India satinwood—a most unusual, unique and practical home desk, suitable for use with any Colonial or English style furniture. Its length over all is sixty-six inches. It may be purchased for \$115.

If you do not already know the Cowan dealer in your city, write us—Department E—and we will tell you how you may enjoy, without obligation, an inspection of this magnificent furniture.

W. K. COWAN & CO.

219 Michigan Boulevard, South
CHICAGO

SEE HOW THE HEAVIER TONE OF THE CUT
BALANCES THE GREATER MEASURE
OF THE TEXT

Balance, at its simplest, is symmetrical. But many perfectly balanced figures are not symmetrical. Nature is never without balance, but is almost never symmetrical. Symmetric balance is too obvious for comment, so let us devote ourselves to a consideration of a symmetrical balance.

There are three principal factors in balance—measure, tone and color.

In the layout there can be no

consideration of *measure* balance without also a consideration of *tone* balance, because type, from its nature, renders pure blacks and whites impossible, the space between letters and lines inevitably introducing the element of gray. Thus, in practical work, the two factors of form and tone, or relative degree of blackness, become indistinguishably mingled.

But for the purposes of illustrative experiment, let us take merely a series of odd shapes, all exactly the same tone. Given certain masses, how may balance be attained? In other words, how may they be enclosed in a border so as to give a satisfying sense

**Greater Speed — Greater Accuracy
Greater Efficiency**

are the logical results of installing the

Underwood Typewriter



Exclusive Underwood features make possible the most important labor saving systems of modern accounting.

The ever-growing demand puts the annual sales of Underwoods far ahead of those of any other machine — making necessary the largest typewriter factory and the largest typewriter office building in the world.

Such a demand from business men everywhere is unquestionable evidence of the practical mechanical superiority of

"The Machine You Will Eventually Buy"

Branch Offices in All Principal Cities.

UNDERWOOD TYPEWRITER CO., Inc.

Underwood Building, 111 New York City

A PEN DRAWING OF THE MACHINE
WOULD RESTORE BALANCE

of poise. It is a matter not of the eye, but of mathematics.

Let us call the measure of A 2, that of B, twice as much, or 4, and that of C three times as much, or 6. First draw a line between the centers of A and B, and upon it mark off the sum of their values, which is 6. Then, two units from A, make a mark, from which a line is to be drawn to the center of C. This line is then to be divided into the sum of the combined values of A and B (6) and C (6), which is 12. On this line, 6 units from C, make a point y. This point is then the center of the containing border, and the layout, so designed, will be in perfect mathematical balance.

Twenty-fifth Birthday

The following letter is from one of the largest merchants in America, who is also a Current Literature advertiser:

"I learn with interest and pleasure that you are about to celebrate the Silver Anniversary of 'Current Literature.'

"25 years of honorable endeavor in any one line of legitimate work is to be commended, but a magazine such as 'Current Literature,' which in concise form gives the salient facts on both sides of important questions from month to month, and at a glance permits a busy man or woman to grasp the significance of passing events, is in a large sense a public benefaction.

"I congratulate the makers of the magazine on its splendid progress and extend my best wishes for increasing usefulness and prosperity in the days to come.

"Very truly yours,

"_____."

A magazine that has the confidence of its readers, and *both* the *confidence* and *patronage* of shrewd successful advertisers is a good advertising medium.

Current Literature Magazine

140 West 29th St., New York
317 Fisher Building, Chicago, Ill.

So much for the attainment of balance when measure alone is to be considered. Let us introduce the complication of tone. Though the process is the same, it is worth working out.

The size of the figures remains unchanged, their measures being respectively 2, 4 and 6. But C now has a tone of let us say 3, B is twice as dark as A, giving it a tone of 6; and A is three times as dark, or 9. Multiplying the measure by the tone in each figure we have an aggregate value of A (18), B (20), C (18). Draw the lines from the center to center, as before, add the values, and so on. The central point secured enables a border to be placed about the three masses so as to give a figure that is in perfect balance, both as regards measure and tone. It cannot but be pleasing to the normal eye.

An objection that will be immediately offered is that it is impossible, in making up a layout, to determine exactly what the tone of a given mass of type is. That is quite true, the only reply being that such exactitude is not necessary. The only thing to be considered is the *relative* grayness of cut and type masses. By holding type off at arm's length it is possible to estimate its tone with fair accuracy.

Another objection is that all this complex figuring is a waste of time. The reply to that is that figuring is unnecessary. The painter, in making a picture, doesn't work out all the formulas of composition; but if you were to go over his work with a ruler, you would probably find that his arrangement of mass and tone would conform pretty accurately to the laws of design. You might say that he had secured his results by *instinct*, but it is far more reasonable to assume that he secured them by *training*. His well-balanced composition is the result of a perfect knowledge of what he is after accompanied by a thorough mastery of the means to its attainment, so thorough that its manifestation *seems* like instinct.

The Japanese are thoroughly cognizant of the importance of

balance, and everything that enters into their designs is treated as an integral part of the composition, even to the signature or monogram of the artist. The same attention should be paid by the man who lays out advertising, and every line of type, every cut, every ornament, should be scrutinized most carefully, with regard to the part it plays in the design as a whole.

This brief article cannot, of course, be more than sketchily suggestive of a great subject, in which there is a vast field of fascinating literature. But if it convinces layout men that in layouts as in writing, "true ease comes from art not chance," it will have accomplished all it purposed.

THE UNIVERSITY AS A CLIPPING BUREAU

Advertisers in Wisconsin may at need turn to the state university for data on a wide variety of matters. An anecdote in the *Globe-Wernicke Doings* makes plain the procedure. The story has to do with a boy who wishes, for purposes of his debating class, information about tolls on American ships through the Panama Canal. His request of the local editor was turned over to the local librarian. The report says:

"Through him he filled out an application blank to be sent to the University of Wisconsin.

"Here it reached the dean, who has charge of the Extension Educational work, and was promptly referred to the librarian, who has charge of the package libraries.

"Package libraries are simply compilations from current publications, including technical and popular magazines, newspapers and periodicals, these extracts being filed in folders according to subject matter, catalogued on cards like a library book index.

"This high school boy received, for example, a vertical folder in which were contained two or three articles from the *Saturday Evening Post*, another from the *Outlook*, one or two editorials from the *New York Times*, one from the *Shipbuilding News*, besides reports from other sources that not only gave him ample opportunity to prepare his work intelligently, but from the information received, to anticipate any attack his opponent might make.

"Here, perhaps, is as perfect an illustration of the value of assembling information in concrete form as is possible to conceive.

"The state university becomes as in this instance a truly democratic institution, serving its citizens by bringing into their homes that information on current topics and events which is most important and vital to their interests."



Between 75,000 and 100,000 people visit New York's Amusement Center every night in the year.

A different crowd every night.

They come from all over the country—owners of and buyers for large business houses—pleasure seekers—the most liberal spenders in the world.

Broadway advertising reaches both consuming public and trade.

The National Electric Sign at 49th street and Broadway is 70 feet high and 72 feet wide, and can be seen fifteen blocks away, the busiest fifteen blocks on Broadway.

Your advertisement will be flashed for 20 seconds about forty times each night. Every 14 minutes your ad will appear, thus getting the new crowds as they come and go.

On yearly contract the cost is only \$250 monthly. Who wants space for September?

Howard P. Russell

Advertising Manager

THE NATIONAL ELECTRIC SIGN CO.

**617 MARBRIDGE BLDG.
NEW YORK**

TRADE TRENDS THAT ADVERTISERS MUST WATCH

INDEPENDENT RETAILERS MUST BE PROTECTED FROM COMPETITION OF CHAIN STORE, DEPARTMENT STORE AND MAIL-ORDER HOUSE IN ORDER TO SAVE THE OUTLET TO THE MANUFACTURERS, OR ELSE THE LATTER WILL BE FORCED TO COMBINE

[EDITORIAL NOTE:—This article is an accurate composite of the convictions expressed by half a dozen experienced manufacturers of grocery specialties.]

It is only necessary to look around to see that business men, even trade rivals, are being more and more obliged to get together in some organized way to settle questions that cost too much to settle in any other way.

We are finding out that all of the money is not to be made by individual enterprise, but that a good deal of it may be made by saving it through co-operative endeavor from being thrown away in the unaided individual struggle.

It is not possible any longer for a man to achieve success by narrow or merely clever merchandising ideas; he must be a broad man to escape the hazards of modern business. The cross-currents are more numerous and swifter than ever before and the man who would not be driven on the rocks of sudden disaster or left high and dry on the sandbar of slow decay must either be a good pilot himself or know enough to get one.

These are interesting times we live in. Everything seems to be in a process of fermentation. There probably never was a time when trade customs were changing faster than they are changing to-day, or when there were more elements to be observed and considered.

How many practices are settled? How many precedents are safe from destruction? We know very well that the distributive machinery is not scientific. Some of our manufacturers use jobbers. Others sell direct. Some of those who do make use of the jobbers get along excellently with them.

Others are continually in hot water. It is even seriously questioned by some manufacturer, if the jobber has any real function to perform in the business world.

And the jobber, in his turn, is harassed by department stores, mail-order houses, chain stores and the growing number of buying associations of retailers which are able to get merchandise from the manufacturers at wholesale prices, and thus do without the jobber.

NO PERMANENT LANDMARKS

None of these arrangements is permanent. They are strong to-day, they may be weak to-morrow. New developments will take place. Everything is changing.

Through all this, however, one thing is fairly certain: the manufacturer who is most likely to survive all the changes in method of distribution and profit, most by the increased efficiency, is the manufacturer who brands and trademarks his goods and creates a consumer demand for them by advertising.

We might divide the manufacturers in the grocery line into three classes:

First, those who sell where and when they can, without serious aim or policy.

Second, those who exercise discrimination, refusing to sell chain stores and perhaps mail-order houses, because of the ultimate danger of finding themselves at the mercy of the latter.

Last, those who advertise to the consumer trade-marked brands and are well-nigh immune to all attacks, front and rear.

The first class can easily be wrecked because it is purely passive and is at the mercy of any positive force.

The second class has a policy, but its power to enforce this on the trade is limited and it occupies a position decidedly inferior to the third class, which has both policy and power.

It is not, of course, altogether a path of roses that the advertiser treads. He has his troubles in maintaining his price and checking substitution, but these are the

troubles of success and not of failure.

There is no real jobber problem for the aggressive advertiser. The demand he creates makes him independent of the designing jobber or any reasonable number of them, and it is impossible for a large number of them to band together to coerce a manufacturer. One of the largest national advertisers has, as is well known, cut off two or three of the leading jobbers of the country and has managed to get along very well without them.

Like most other things, handling the jobber is chiefly a matter of personal management. The poor executive will spoil his chances of success even when he has everything in his favor, and the true executive will beat down all obstacles and turn every seemingly adverse circumstance to account by persistence and fair dealing.

But it is important for all of us to define these outward conditions, and not to let them stand unameliorated.

We cannot stand on one side and await developments in the retail field. We are all deeply concerned in these rapid and often threatening changes. We are bound to seek to check the more powerful and help the weaker.

MANUFACTURER MUST CARE FOR SMALL RETAILER

The department stores, the chain stores, the mail-order houses can look out for themselves. But the manufacturer must look after his outlets, the individual retailers. These retailers are the last ones left who are small enough to require to be looked after. The others are powerful groups and are getting to be more powerful. They threaten the independent manufacturer with the competition of their private brands and with the possibility of their actually becoming manufacturers.

If they should become national advertisers while at the same time controlling the channels of retail trade it would be the most dangerous situation the independent manufacturer will ever have had

THERE is a "sweet reasonableness" about The American Magazine which gathers to it the kind of readers that every manufacturer will welcome as desirable customers. They are neither grouches nor cranks, but simply sane, normal, American people, rather above the average in both brains and money.



ADVERTISING DIRECTOR

to face. The jobbers are hardly in a position to attempt anything of the sort, but there is nothing in the world to prevent the chain stores, and particularly the chain department stores, from doing it when they get a little bigger. The opportunity will surely beget the desire.

No one believes, however, that any one of these ideas is destined to swallow all of the rest or that any of them are destined to be wiped out. Each represents a different kind of efficiency, and they will be maintained in some degree or other.

It is in the interest of the manufacturer, then, to lend his influence to the weakest group, and that is the retailers. True, they, too, are organized or are becoming organized and may become a far more important factor than they have been, but it may be a long time yet before they are in a position to threaten the manufacturers should they desire to do so. Before that time the folly of antagonism may be realized and a status of cordial co-operation be secured.

The manufacturer can, therefore, help the independent retailers without danger to himself. He can help them compete with the department stores, chain stores and mail-order houses. He can make their problems his own and in this way assist in knitting together the fabric of business more closely.

What can the manufacturer do for the dealer? How can he help him? We all realize this has been a pretty tough nut to crack.

The manufacturer cannot educate the retailer, systematically, at any rate, in the grocery line. Some grocers are fully abreast of their opportunities and are up-to-date merchants in every respect, but the average grocer is overworked and has no time for extended or close reading. He cannot wait for the development of a point of view. Every year a large number of grocers fail. Another large number are on the ragged edge of failure and very few indeed are safe and sound above the high-water mark.

The grocery business has one peculiarity that must always be taken into account when we are thinking of elevating it: it is on a *buying* basis. The trade as a whole has not risen to the conception of service. They see only one thing—price—and consequently the grocers who buy cheapest are thought to get the business.

We know that this is all wrong, that it is a delusion. We see that most of the successes in the business are made by the grocers who break away from the low-price or cut-price basis and put their business on a quality and service foundation. When business comes their way they are, of course, enabled to buy in larger volume and derive some advantage from it, but that is a consequence and not a cause.

The grocery business is above all others a business of human relationships. The grocer or grocery clerk who knows his customer and his customer's children, the family likes and dislikes, and interests and prejudices, can become independent of chain stores and other systems. He is safe from any cut-and-dried competition. In order to dispose of him the system will have to become more human than he is, and that is a practical impossibility.

The system can improve itself mechanically, but the retail dealer can follow suit on that, while the clerks of the system who are so many mere cogs in the machinery will never be able to act with the same spontaneity and interest that is natural to the man whose future is bound up in his business.

The independent retail dealer does not realize this to-day. It is not an easy thing to make him realize it. It cannot be done systematically as some think, or at least mechanically. It cannot be done by antagonizing his present state of mind.

What we can do is to cultivate friendly relations with him, win his confidence and gradually get a hearing for the sounder views. It will take time because the personnel of the trade is changing constantly, and it will take patience.



Operators' Room in the offices of the David Williams Company, the publishers of "Iron Age," who preach efficiency to the iron, steel, machinery and allied industries, and *practice* it in their own offices by using

The Edison Dictating Machine



Our book:
"Splitting the Other Four-fifths"

explains what the Edison Dictating Machine is, what it is doing in offices of every kind and size, and what it will do in yours. Send for this book today, using your business stationery and stating your position with the firm.

A recent letter from the David Williams Co. tells how machine dictation was first tried out by one of the editors, whose dictation is necessarily studied and technical, and how it made good to such an extent that the Edison Dictating Machine has been generally adopted by both editorial and business departments.

The result is a degree of concentration, convenience, speed and accuracy never before attained—and this at a decided reduction in cost.

Thomas A. Edison
 INCORPORATED

211 Lakeside Ave., Orange, N.J.
 25 Clerkenwell Rd., London, E.C.

The Circulation of **HOME LIFE**

THE STANDARD SMALL
TOWN MAGAZINE

will be

One Million Copies

FOR OCTOBER

First Forms Close August 20th

This means, gentlemen, one million homes and easily three times that number of readers.

If you have distribution, or do business by mail, you cannot afford to overlook the opportunity to reach them for

\$4.00 PER LINE

Ask your agent,
or address

HOME LIFE

Balch Publishing Co.
CHICAGO

Absolute success is not to be expected. It will be big enough if the balance of power is maintained, if the inroads of the chain stores and department stores and mail-order houses and co-operative buying are checked and the manufacturers are left as individuals to deal with individuals.

If they are not so left and the group combination proceeds with the rapidity it has been moving, it is only a question of time before the manufacturers themselves will be compelled to deal as a group of closer organization than at present with other organizations. The development of the American Specialty Manufacturers' Association, the Association of Manufacturers' Representatives and many others of similar character are indications of the trend. They arose out of the needs of business, and will be developed as the further need is apparent.

All business is, as a matter of fact, organizing in this new fashion, and the day of complete individual independence is going by. The only question is, how fast we want to go and how we can make progress conservatively without danger to the business structure?

WURZBURG WITH CLASS JOURNAL COMPANY

Francis L. Wurzburg, who for four years was with the Home Pattern Company as stockholder, director and advertising manager, has been appointed general manager of the Class Journal Company, publishers of *Automobile and Motor Age*. Mr. Wurzburg was for nine years with the Root Newspaper Association.

C. B. HANSON WITH MOBILE "ITEM"

Clarence B. Hanson has been appointed vice-president and general manager of the Mobile, Ala., *Item*, and leaves Augusta, Ga., where he has been advertising manager of the *Chronicle*, August 1. He is a brother of Victor Hanson, of the Birmingham *News*.

Robert J. Danby, of New York, has been appointed Eastern representative of *Opportunity Magazine*, of Chicago.

A HOUSE-ORGAN TO REACH THE SMALL CONSUMER

HOW A LARGE PAINT CONCERN SUPPLEMENTS THE MAGAZINE ADVERTISING WITH A HOUSE PUBLICATION ON HOME DECORATING—NO DISPLAY ADVERTISING, AND A PAID SUBSCRIPTION LIST—SUBSCRIBERS SECURED BY SENDING SAMPLE COPIES TO ALL INQUIRERS FROM MAGAZINE ADS

By F. C. Kuhn.

Editor of Magazines, the Sherwin-Williams Co., Cleveland, O.

For a number of years this company has been publishing several house organs, each designed to reach one of the many classes of trade which influence the purchase of our products by appealing to his individual business interests. There is our monthly house-organ—established in 1899 and issued continuously since—for the dealer; then the magazine for the architect; later there arrived a publication for the painter and decorator. But still these house-organs did not go right into the home of the *actual consumer*; the housewife and householder to whom the greatest energies of our advertising campaigns were directed. What plan then, should be followed to reach this particular class of people in some direct method to supplement our magazine advertising?

Naturally it was impossible to circularize all possible customers or even those who purchase from time to time from our dealers, for this would mean an immense expenditure and furthermore, the lists would contain a large waste circulation. So, after much thought it was decided to test out the field by publishing a monthly magazine and charging a small subscription. The title of this publication was made "The Home Decorator," its purpose being to give practical information and suggestions for beautifying the home. To build up the circulation quickly, the new venture was mentioned in our regular magazine advertisements saying that



The
Silver
Plate
that
Orig-
inated
in 1847



No brand of silver plate has ever achieved the fame or established the wearing-quality reputation of that originated by Rogers Bros. in 1847. More than 50 years of judicious and extensive advertising has indelibly impressed upon the public's mind the stamp

1847

ROGERS BROS.

on silverware. To-day it is the accepted standard. When called upon to show examples of consistent advertising and trade mark publicity backed by merit, the success of this silver plate is a strong endorsement of "Sticking Everlastingly At It."

MERIDEN
BRITANNIA CO.
(International Silver
Co., Successor)
Meriden,
Conn.



SHARON
LADLE

upon receipt of an annual subscription of 12c. to pay for postage, the magazine would be sent, twelve monthly issues completing the year. At the same time we commenced to enclose with all booklets, etc., mailed out in response to our magazine advertising, a sample copy of *The Home Decorator* together with the necessary subscription blank.

At first the magazine was a modest one, being composed of twelve pages, size $5\frac{1}{2} \times 7\frac{1}{2}$. Nevertheless it was accorded a very encouraging reception and immediately the subscriptions commenced to arrive. Numerous letters, too, were received concerning the first issue, telling how it was appreciated. Gradually it has been enlarged and now *The Home Decorator* contains twenty pages, and has a four-color process cover illustrating an attractive interior or exterior view. The subscription price, too, has been increased to 25c., which just covers postage and incidental expense. This serves, however, to keep the distribution limited to those people who are actually interested in such affairs, and will read the magazine.

It is safe to say that this little publication is unique in house-organ journalism. In the first place it is primarily an advertisement for our paints and varnishes, although all phases of home decoration are discussed; second, it carries no display advertising; third, a subscription price is charged. When it comes to the subject of paint and such decorative materials, the average person knows very little. So not only is the magazine designed to tell the correct use of such goods—that is an incidental matter—but it explains by word and picture just what can be accomplished in this direction. It is practical, definite and authoritative.

This method of publicity for reaching the retail consumer could be followed not only by manufacturers, but by large retailers, department stores, and direct-by-mail organizations. There are surely sufficient interesting facts about every business,

and the articles that are sold, to make a monthly magazine which would be eagerly read by the customers. There is no necessity for elaborateness—often the more unpretentious appeal will evoke the greatest interest. As an instance to show where it could be effectively used, just think of all the customers on the books of every large retail establishment whose purchases dwindle to nothing because they have no adequate system of following up customers. Couldn't their interest be sustained by the direct, personal appeal of a monthly publication? Wouldn't interesting articles about the merchandise together with seasonable suggestions be appreciated, and wouldn't their sales increase?

The house organ has attained so great a success in interesting and educating the dealer and manufacturing consumer to a proper appreciation of the product or commodity it exploits, that it is only reasonable to assume that it will have the same influence upon the retail consumer.

OPPORTUNITY IN TURKEY

Owing to the disruption of commercial relations between Italy and Turkey consequent upon the outbreak of the war, the latter country is now looking to other sources to supply the merchandise formerly furnished by Italy, says a bulletin of the Department of Commerce and Labor. During the last few years Italian cotton-goods manufacturers in particular have had much success in the Turkish field, but the comparatively large volume of trade they had acquired is now going largely to other countries. This condition of affairs makes very timely a report just issued by the Bureau of Manufactures, Department of Commerce and Labor, in which Commercial Agent Ralph M. Odell, who for over a year has been investigating the cotton-goods trade of various European countries, gives the result of his study of the Turkish market.

C. A. PEARSALL DEAD

Charles A. Pearsall, for many years a New York advertising agent, died at his home, in Brooklyn, on Wednesday of last week of heart disease. He was 59 years old.

Walter Gibb, senior member and directing head of Frederick Loeser & Co., Brooklyn, and president of the Mills & Gibb Incorporation, of New York, died July 25.

Start Something In Pittsburgh



One of the O'Brien Bulletins comprising the H-O Company's display in Pittsburgh. The signs have just been repainted for the fourth time in two years. The boards are 12 feet high and average 30 feet in length. The showing is a representative one and is largely responsible for the steadily increasing sale of H-O Products in this prosperous territory.

¶ The one big significant fact in Pittsburgh today is that everybody is working. That big million-dollar-a-day pay-envelope has reasserted itself, and the people are spending.

¶ Another significant fact is that the O'Brien Bulletin sales for the past six months are the largest in 20 years.

¶ There never was a better time for starting something in Pittsburgh.

G. G. O'BRIEN
PITTSBURGH

USING POSTUM'S AMMUNITION

WINDSOR, ONT., July 17, 1912.

Editor of PRINTERS' INK:

At last the worm turns! For a long time now Postum advertising has been telling of the evils of coffee drinking. Coffee men made no reply. I often wondered why none of them used the wealth of defensive argument, found in works by reputable writers, to show

furnishes the following argument in favor of the former method:

"During my trips to South and Central America and the West Indies I have noticed that some of the leading American manufacturing concerns grant exclusive agencies in these countries. Not only is this system entirely to their disadvantage, but in many occasions they have lost immense business on account of being confined to a single concern.

"A general agency instead of an exclusive agency under certain conditions will undoubtedly increase the business of manufacturers who are dealing in Latin America. The general agent was supposed to advertise in local papers and several other practical mediums at his own expense.

"Direct commercial relations and accounts were established between the manufacturer and general agent, and at the same time the first party reserving the right to establish as many dealers as he desires in the territory where general agencies were given; but in every instance to allow the general agent a certain commission on all goods sold to other parties. It can be readily seen that under this agreement the manufacturers are not confined to one single concern, as in the case of exclusive agencies.

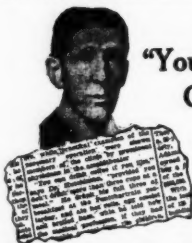
"Unfortunately the majority of the American manufacturers would rather deal with some exporting concerns in the United States for the sake of getting cash on delivery. This is one of the serious mistakes which is indeed keeping American people out of the South American trade. We must take into consideration that 95 per cent of the business in the world is transacted on credit, and there is no reason in the world why we should not extend credit to South America just as we are extending credit to China and Japan."—*New York Journal of Commerce.*

A GOOD USE OF SALESMEN

A manufacturer of a textile specialty recently decided to start a trade paper campaign. To ascertain desirable mediums he issued a circular letter to his salesmen to record those journals which the merchant not only subscribed for, but read regularly. He used with much success the papers that were reported first in favor.

Waller Edwards has been appointed publicity manager of the Busch-Sulzer Bros.-Diesel Engine Company, St. Louis, Mo. He succeeds A. O. Krieger.

Dr. Woods Hutchinson says--



(The Detroit Times of May 18th, 1912)

**"You can drink
Coffee if you like"--**

And the good doctor said it while lingering over his own THIRD CUP at a Postumhouse breakfast.

Note the clipping--read what this Doctor of national fame has to say on the much-discussed coffee question. It's plain enough--"You can drink coffee if you like"--even THREE cups at one sitting.

And you'll like to

Drink a lot if it's "Mecca!"

"Mecca" is that new and delicious coffee that's roasted FRESH! EVERY DAY right here in Detroit.

It's the coffee that adds to the zest of breakfast and enables you to start the day with the right taste in your mouth.

And, OH, the appetizing aroma of a cup of freshly made "Mecca" Coffee! It's a REAL TREAT--a JOY from the first sip to the LAST DROP!

**"Mecca" is the 35c Coffee
with the 50c flavor!**

Scores of users of coffee much higher in price are already turning to "Mecca" Coffee because of its unsurpassed good flavor--the quality superior to most--its delicious PURITY!

And now it's your turn to try this new delight making coffee.

Try it and you try a coffee that possesses every thing that a really good coffee should.

Enjoy this rich, mellow flavor that's so pure and wholesome as it is delicious in the taste.

The first cup will proclaim "Mecca" the best like Coffee, you ever tasted.

At Your Grocer's--or Phone Us at Main 738.

That, if your grocer doesn't happen to have "Mecca" in stock, we can quickly supply him and deliver your order to him.

City Coffee & Spice Mills

Cornell Larned and Second Streets

Charles B. Wagstaff, Prop.

that coffee drinking isn't so bad as some coffee-substitute advertisers would have us believe.

But it is the manner of the argument in this Mecca coffee ad that I would call your attention to. I cut it from a recent Detroit daily. I had got half way through it before I realized that it wasn't an ad for Postum! You will note that in "set up" and general arrangement it closely resembles the peculiar style of Postum's publicity. Of course this turning of the enemy's own guns on himself may be only accidental, but it is rather a neat maneuver.

T. L. W.

FOR DIRECT EXPORTS

There have always been differences of opinion in the export trade as to whether the pushing of sales by the manufacturer is a better method than employing the export commission house as a distributor. Marcos J. Trazivuk, foreign representative of the L. E. Waterman Company, fountain pens,

Not Hash But a Confection From An Original Recipe

Most weekly editions of metropolitan dailies are made up from the "leavings" of the daily editions.

The Weekly Kansas City Star is not.

Even though it were, it would still be a great weekly paper—because The Kansas City Star is a great daily.

As it is, The Weekly Star is more than a great weekly.

It gives the news in the same way the Review magazines do, only oftener—news compiled by its own editorial staff.

And here's where the "Confection" comes in.

It gives not only the news, and instructive and timely agricultural information

But also columns of lighter stuff, fiction and humor, and a woman's page where are printed annually thousands of answers to queries on beauty aids and social customs.

In a word—

The Weekly Kansas City Star

Read by 275,000 Rich Farm Families, has ingredients which make it different from any other farmer's paper.

**An "Original" Farm Paper---There's No
Substitute for The Weekly Kansas City Star**

New York, 41 Park Row

Kansas City, Mo.

Chicago, Hartford Bldg.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, August 1, 1912

"How Much Shall I Spend?" F. D. Walter, advertising manager of *The Knickerbocker Press*, of Albany, N. Y., sends the following inquiry to PRINTERS' INK:

In the course of soliciting we are often met with the question, "How much money should I spend for advertising?" I have never seen a table of what is done in various lines, and I would like to know if it is because I have simply missed it or such a table has never been gotten up.

I enclose a little table which I prepared some time ago to meet the emergencies of a case and I would like to have your opinion of it.

Name of Business.	Nature of merchandise.	Estimated average per cent of profit.	Estimated per cent of gross spent for advertising.
Department Stores	70% necessities	25	3
Stoves, Furniture, etc., Mfrs.....	75% "	20	20
Mfrs. Toilet, Household Articles.....	70% "	30	25
Mfrs. Patent Medicines.....	15% "	75	50
Retail Druggists	50% "	33 1/3	5
Retail Grocers	80% "	20	4

No answer can be given to Mr. Walter's question, because there is no answer. The table he gives would doubtless represent a true condition of affairs in a certain community, with a specific department store, furniture store, etc., and it might be wide of the

facts in another community. And even in the same locality practice varies considerably among stores in the same lines. For example, in New York at this moment John Wanamaker is spending a much higher percentage of his gross sales than are B. Altman & Co., and Arnold Constable & Co. have just started a big newspaper campaign when they have been doing hardly any advertising for several years past. To bring each of the three stores mentioned to a dead level of three per cent of gross sales would probably work a hardship in every case.

Likewise in manufacturing businesses. We know of a concern whose gross sales aggregate four and a half million dollars per year, which spends for advertising \$110,000 in the same period. Another concern in a similar line of business, with gross sales of \$3,000,000, spent \$360,000. So much depends upon conditions in the field—the age of the concern—the state of competition—a multitude of factors which render exact figures impossible.

The article in PRINTERS' INK's Anniversary Number of July 18 on "How Much Shall We Spend for Advertising" comes as close as possible to giving a general rule, and readers of that article will agree that it falls far short of definite figures. That is simply because definite figures do not exist, and an advertising expenditure which would pay one man a big profit might spell bank-

ruptcy for somebody else in what looked like exactly similar circumstances.

PRINTERS' INK says:

The man who won't listen is going dry some day for want of facts.

Blaming It Onto the Agent

In the belief that the large number of desertions from the Navy were caused by the too glowing terms used in the advertising for recruits, the Senate passed the Naval Appropriation Bill without the familiar clause providing for the employment of an advertising agent. This means that we shall no longer see the posters whereon white-clad officers refresh themselves—is it lemonade?—in the shade of the tropical jungle, and shall no longer be tempted with a chance to "see the world."

Senator Clapp of Minnesota was particularly pointed in his reference to the advertising agency which painted the alluring pictures of life on the ocean wave, and said that he didn't believe the Secretary of the Navy was aware of the acts of his agent or some of the copy would have been suppressed.

Uncle Sam ought to learn, as many another advertiser has learned, that the goods must live up to the copy, or, to state the same thing in a different way, the copy must be toned down to match the goods. If performance does not come somewhere near promise, there is going to be a lot of the goods returned, which is what desertions from the advertised Navy amount to. It is primarily the advertiser's business to see that his advertising tells the truth, and blaming it onto the agent does not relieve him of responsibility.

It is the only natural assumption that somebody had to O. K. the vivid pictures of joyful existence in the service, and that somebody must have been familiar with the facts. If the latter do not agree with the copy is it then the agent's fault or the fault of advertising in general?

The Worth of Space

"Is ten dollars a page too much to ask for advertising space in a directory of all automobile owners in a city of 125,000?" This question comes from the publisher of such a directory. The type pages of the directory will be about $2\frac{3}{8}$ by $4\frac{3}{4}$. The book will be about half advertising, and an edition of 5,000 is promised. "We guarantee the circulation of 5,000," says the publisher; "if we can't sell the directories, we will give away what we can't sell."

The sensible man must confess being unenthusiastic about the general advertising value of such directories. It would be unfair to say that the space in them is worth nothing, but usually the price charged is out of proportion to the real value. The publisher puts up an enthusiastic argument about the fact that automobile owners make up a valuable list. So they do, but what assurance can the publisher give that automobile owners will take this little paper-bound directory every month and give it attention? The publisher's assurance that the unsold balance will be given away does not appeal to the experienced advertiser. Unless a publication of this kind is of sufficient interest to induce people to refer to it and examine it with care, the advertising space is of very little value. The page of this directory is about newspaper column wide and holds approximately sixty-six agate lines. At ten dollars a page the line rate is fifteen cents for a supposed circulation of 5,000. There are newspapers that give 50,000 to 100,000 for fifteen cents a line. Is the directory space worth ten to twenty times as much as newspaper space? It doesn't seem plausible.

It is rather easy to be deceived about the value of such offerings when the rate is apparently low. "It is only ten dollars or twenty dollars," you say, "and I don't have to get a big return to come out right on that." But these tens and twenties climb up to a big total in the course of a year, and what do you

PRINTERS' INK says:

Sometimes it pays to cut the trimmings off some of our fancy ideas and do a little real work for a change.

get for it? Get down to figures on every space proposition; there's enough uncertainty even when you have all the facts before you.

PRINTERS' INK says:

It's no easier to make good by proxy than it is to get to heaven that way.

Dealer For- Several New
ing and Re- York jobbers are
turned Goods complaining that the returned goods evil is on the increase. One report states that the expense of paying the freight on merchandise to and from the dealer is steadily wiping out a higher and higher percentage of the profits, which already are very small.

One wholesaler of grocery products seemed relieved in airing his troubles to an inquirer. He explained how each invoice, going to and coming from the dealer, passes through twenty-seven hands, for purposes of proper entry. This expense is in addition to freight payment. "It is becoming unbearable," he said.

He led his visitor to his stock rooms and pointed to a great mass of merchandise, just returned. He confessed that many of these goods were private brands of his own house, but professed to believe that chiefly the fault lay in the bad judgment of the dealer's buyer.

When asked about goods made by manufacturers following a generous dealer policy, he said it was his impression that there was a relative scarcity of these in the returned lots. An examination of the goods seemed to bear out the correctness of his impression. Particularly there could be little question that brands made by manufacturers, who are careful not to overstock the dealer and who extend him every practicable help in selling, made a very pleasing small showing.

It is not difficult to believe that the dealer who has returned goods to the jobber will remember his experience when next approached by the house making those goods.

He will be less inclined to become enthusiastic when a "great consumer campaign" is pointed out to him as being planned. He can often thank his own poor judgment, of course, for having surplus stock on hand. But slow-moving goods frequently follow over-pressure on the dealer and under pressure, through the dealer, on the consumer. As PRINTERS' INK has told, the policy of one big manufacturer avoids this loss of dealer enthusiasm. He will either relieve the dealer of slow-moving brands or will jump into the dealer's territory with special selling and advertising plans that start lines that "stick."

Another house, when in doubt, deliberately under-stocks a new dealer in order that his interest may be started on the up-grade by having to re-order. Working up enthusiasm ahead of time is very well, if this enthusiasm is maintained by a policy which proves that the manufacturer is with the dealer till the goods reach and satisfy the consumer.

EXPORTS PASS BILLION DOLLAR MARK

The Bureau of Statistics, Department of Commerce and Labor, states the total value of manufactures exported in the fiscal year is \$1,021,753,918. This is the first time exports have passed the billion dollar mark.

This 1,022 million dollars' worth of manufactures exported is more than double that of 1903, three times that of 1898, four times that of 1896, five times as great as in 1894, practically six times as great as in 1890, and ten times as great as in 1876.

The principal articles forming this billion dollars' worth of manufactures exported are: iron and steel, copper, mineral oil, manufactures of wood, leather and manufactures thereof, cotton manufactures, cars and carriages, automobiles, and paper and manufactures thereof.

The Grimes-Peebles Company succeed the Grimes-Duvendek agency of Portsmouth, O. It will do a general advertising business. Joseph B. Peebles, of the new firm, is a former vice-president of the Cross-Gilchrist Advertising Company, of Cleveland.

Byron W. Orr is with the Pittsburgh Post and Pittsburgh Sun in charge of ad copy service bureau recently established by those papers.

LIFE'S Announcement

CHRISTMAS NUMBER, Dec. 5, 1912

AUTOMOBILE NUMBER, Jan. 9, 1913

The usual position rule of "first come first served" will apply to all full-page advertisements in LIFE'S two biggest numbers of the year.

All color page advertisements on coated stock.

CHRISTMAS NUMBER out promptly on December 3rd, at the height of the Christmas buying season.

AUTOMOBILE NUMBER out promptly on January 7th, four days prior to opening of Auto Show in New York.

The exceptional value of these two LIFE specials is best evidenced by the tremendous increase in business carried each succeeding year. No extra charge for the extra value of these two numbers warrants your specifying them on your list. Further information from

Geo. B. Richardson, Adv. Mgr., 31st St. West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg. 1203, Chicago

SOLICITOR'S RESPONSIBILITY TO NEW ADVERTISERS

SPELLBINDING A MANUFACTURER INTO AN EXPERIMENTAL FLING RESPONSIBLE FOR MANY ADVERTISING "DEATHS" — WHY "CORNERING" AN APPROPRIATION MAY WORK HARM — HOW PROPER METHODS COULD TEACH BEGINNING ADVERTISERS THAT IF ADVERTISING IS WORTH TRYING AT ALL, IT IS WORTH STICKING TO

By Clayton A. Eddy,

Adv. Mgr. Detroit Stove Works.

It seems to me that everybody—agency, magazine solicitor, and "advertising councillors"—should impress upon the budding advertiser that if advertising is worth anything at all, it is worth sticking to.

This is plain, old-fashioned doctrine, but it goes down to the roots of advertising ethics. The number of those who "let go," often when they are about due to turn the corner, is larger than many care to admit. The responsibility may often be laid upon the shoulders of some spell-binding agency man who hungers for a fling with an advertiser's money and who promises results with rash disregard of likelihood of fulfillment. Or some persuasive representative talks an experimental appropriation out of an advertiser, "all to be used in my publication." Again the advertiser himself, running on a safe schedule planned by competent advisers, grows panicky or disgruntled and stops.

Because of the lack of immediate results they have lost their courage after the campaigns were under way a few months and discontinued the advertising, firm in the belief that their product at least could not be successfully exploited through advertising.

The experienced advertising man knows of many of these advertising failures, due directly to the fact that the men at the head did not realize that on a new proposition the buying public must to a great extent be edu-

cated to the merits of the goods advertised.

A Western firm manufacturing high grade furniture had for years been satisfied with a restricted territory and small business. One day the two partners comprising this firm were approached by an advertising man with a proposition that they appropriate a given sum of money for advertising and take advantage of the broader market he felt certain was awaiting them. He presented a plan which called for advertising in the territory in which they were already doing business, and in addition he planned to increase their distribution in a number of other states. So enthusiastic was the advertising man that the two partners, imbibing some of this enthusiasm, finally agreed to his proposition. They, however, had the idea that with an expenditure of the size they had planned to use the business would be doubled in a few months. The campaign was started, particular attention being paid to mediums reaching the class of people who could afford to buy the high grade furniture they made. The partners watched the campaign very closely and were considerably disappointed at the end of three months to find only very small results traceable to this advertising. At the end of the year one of them was ready to give up, as he felt satisfied that they were wasting their money in advertising. The other partner, however, while admitting that he had expected greater immediate returns, stated that after studying conditions and finding out the results of other manufacturers' advertising, came to the conclusion that their money was being invested in a proposition that would slowly but surely bring them good results. The firm was finally persuaded to continue its advertising the second year, and inasmuch as the plans and mediums were right they began to see gradually an increase in their sales over past years.

Years of persistent advertising has to-day caused this company

to become one of the largest of its kind in the country and one of the most successful advertisers. Had they decided after the first year's showing to discontinue their advertising efforts it would have meant almost a total loss of the year's expenditure. As it was, during that first year they were building for the future. Their continual advertising has resulted in creating confidence in the minds of furniture buyers which stands them in good stead in the face of keen competition.

A manufacturer of a well-known brand of stove polish started some years ago with a limited capital in small quarters. He had succeeded in placing his product, by reason of favorable prices, with a large number of grocers throughout the country. The sale of this stove polish was handicapped, however, as the manufacturer realized, because it was unknown. He finally decided to set aside a small amount of money the first year for adver-

tising. At that time he was only able to use two mediums, but he felt if he used small space and kept hammering into the minds of the readers the advantages of his particular stove polish he would finally win out. Although somewhat of an experiment with him at first he had the courage to stick to it, and while his first year's sales did not show a very encouraging increase, by dint of persistent advertising his second year proved that his ideas were right. By gradually adding to his advertising appropriation as results warranted and keeping at it he has succeeded in making his stove polish probably the best-known brand of its kind on the market to-day.

The largest stove plant in the world was started in one small building fifty years ago. A few years later a small advertising campaign was started. The stove business is such that it is not possible to expend the large sums of money for advertising which manufacturers in some other lines

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.

PHYSICAL CULTURE

hasn't secured its circulation by the "premium route." We have lured no persons to subscribe by offering a safety-razor, stick-pin or some other extraneous article free with a year's subscription.

It is read only by those who want it and need it. It represents only healthy circulation.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

¶By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant, the presses and stereotyping outfit are offered for sale.

¶Three Goss, four-deck, two-page wide, straight-line presses, with individual motor.

¶One Junior Auto Plate Machine, Hoe matrix, rolling machine.

¶Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

¶For Sale in whole or in part, satisfactory terms to responsible parties: Apply or address Boston Herald, Boston, Mass.

are warranted in doing. While the space used by this stove manufacturer has never been considered large, still the advertising has been continuous from year to year. From that small beginning the plant has grown to be the largest of its kind in the world, due in a great measure to the fact that season after season it has advertised, while less successful manufacturers have assumed advertising would not pay.

One prominent publication points with pride to a long list of well-known manufacturers who have appeared continuously in this paper for periods of from ten, fifteen to twenty-five years. Many of these manufacturers are the largest and most substantial of the kind in the country. The space they have used from year to year in this paper and that has brought them success has not been large space. Results are due to the fact that they have secured the confidence of substantial people by continuous advertising.

The success of one line of shoes especially known and worn by millions is due to the confidence which their forty years of advertising has created in the minds of the public. The quality of this line is no higher than many other brands of shoes—the price no more attractive. The immense sales are due almost wholly to prestige resulting from the forty years of advertising.

A great many other instances can be cited where advertisers have started with small appropriations and at first hardly made a dent in the business of their competitors. Their continuous advertising, however, pounding away year after year, together with the fact that their competitors were satisfied with only spasmodic efforts, has resulted in success for the advertisers who had the courage to stick to it, after assuring themselves that the plans were right.

Solid reputation is a plant of slow growth. I hope the time will come when every advertising beginner will consent to at least a year's campaign, on a safe scale.

Little Helps from the Other Fellow

By Samuel R. Prosser

An advertiser had a first-class one-color half-tone, but wanted to use a two-color half-tone of the same subject. He inquired of an engraver, and the engraver suggested that if the advertiser would send on the one-color half-tone they could fix that up and also fix up a color plate to go with it well. And so it proved, at a saving in expense over the cost of preparing two new plates.

A prize was offered by a leading mail-order concern for the simplest and most effective way of separating the various kinds of incoming mail. The suggestion that won the prize was that of using return envelopes of different colors.

A large electrical concern

wanted a name for a new welding material. The advertising manager concluded to offer a prize for the best name submitted by any employe. And a man not in the advertising department suggested Weldwell, which was adopted.

The loose-leaf catalogue is becoming more and more the thing in certain lines of business where new equipment is continually coming out and requires cataloging. By printing the catalogue in units, new sections can be added at any time, thus keeping the book always up to date. Furthermore, the unit system permits the advertiser to make up special catalogues from the regular sections, thus economizing on advertising matter.

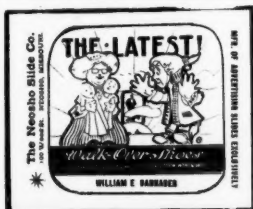
A Western advertising agency, instead of throwing away the many newspapers and magazines that it receives regularly, has organized an extra clerical staff and runs a clipping bureau at a profit.

Big Piano and Talking Machine Distributor Wants Live Advertising Man

skilled in writing newspaper, magazine and mail order copy, and follow-up literature.

Piano selling experience desirable, but not essential. Address

AGGRESSIVE Box 120 care PRINTERS' INK.



Our clients tell us that our service makes all their dealings with us very easy, pleasant and convenient.

When you consider this feature in addition to the genuine excellence and effectiveness of our slides you will see good grounds for using us in the preparation of your picture show advertising.

A request will bring you complete information.

THE NEOSHO SLIDE CO., 103 Spring Street, NEOSHO, WIS.



Buy
Space
NOW

For
Fall
Cam-
paigns

TEN THOUSAND rated lawyers in their offices can be reached through the pages of *Case and Comment*, the Lawyer's Monthly Magazine.

This army of brainy men with money will soon be returning from their vacations ready to buy office appliances, furniture and a thousand other things which all men require. They will get them somewhere. Why not of you? September forms close August 10th.

SPECIAL OPPORTUNITY

Back Covers (in 2 colors) open for 1913

CASE AND COMMENT

Rochester, N. Y.

Printers' Ink

A Journal for Advertisers

¶ If you are getting more than \$2 a year in value out of **PRINTERS' INK**, you can square accounts with us by recommending some of your friends to subscribe.

The legibility of street-car proof should never be decided by merely holding off the sheet at arm's length. Prop the proof up on the desk and walk back ten to twelve feet. At this distance type that looked clumsy at close range will likely be seen to be none too strong, and, on the other hand, the type of fine lines that looked acceptable when the proof was viewed at arm's length, will be seen to be weak. Furthermore, when the card has too much matter on it, the crowded appearance will be all the more apparent at the long-range reading.

A keen advertiser has a simple method of insuring that matter sent out on request goes to the man who asked for information. He does this by a notice in the upper left corner of the envelope to the effect that "This is sent at the request of Mr. ____." This notice is printed from a cut of bold handwriting, and all the clerk has to do is to fill in the name of the inquirer.

A large national advertiser sending out thousands of catalogues every week has a way of saving the trouble of replying to many complaints about catalogues not being received. A slip is inserted in the letter to the inquirer, which slip sets forth that catalogues are sent as third-class matter and will not arrive until a later mail or perhaps until the next day after the receipt of the letter. This notice checks the natural impulse of the inquirer to write that the catalogue did not come with the letter. And of course in nearly all cases the printed matter comes safely to hand later.

A number of advertisers, national and local ones, follow the practice of writing a personal letter, over the president's signature, to every new customer. This letter assures the new customer of the effort that will be made to give perfect service and asks that he will be kind enough to write the president personally should he at any time have any fault to

find. Some bank presidents write such letters to all new depositors, and the letters are appreciated.

NOTE.—Sit down and write out a page of these little helps that you have used in your own work or observed in the work of others. Payment will be made promptly for all acceptable lists.—*Ed. PRINTERS' INK.*

THE STAGE AS AN ADVERTISING MEDIUM

Anything which helps to give gas the character it deserves in the eyes of the public is good advertising.

How many have considered the advantage to be secured by using the stage to give class to the gas business? There is seen on the stage every now and then an act in which a range of some kind figures. Usually it is nothing more than a piece of stage furniture, improvised—and often crudely improvised—to give some semblance of the thing it is intended to represent. Think of the thousands of persons in your city who go to see a play and who are in a mood to be impressed by what they see, and ask yourself whether it is not a good business stroke to see, when a range appears on the stage under suitable circumstances, that it shall be a gas range and one which will make a favorable impression on the audience.

Recently the play, "Seven Days," was given in a Philadelphia theatre. It is woven around the predicament of a company of young people who are quarantined for seven days in a city house because of a suspicion of small-pox. They try their best to amuse themselves—and incidentally feed themselves—during the quarantine. Here is where the kitchen scene comes in. The United Gas Improvement Company made the proposition that, instead of the conventional piece of stage property, an up-to-date cabinet gas range be set up on the stage. The offer was gladly accepted; the range was set up by the Gas Company, and remained throughout the engagement.

The claim is not made that sales were induced by the appearance of this range in the theatre, but the fact that gas was displayed in an accurate light before the public must indirectly affect new business.—"*New Business*," house organ of *United States Improvement Company, Philadelphia.*

BARNES WITH MOON MOTOR CAR COMPANY

Walter C. Barnes has been appointed advertising manager of the Moon Motor Car Company, St. Louis. Mr. Barnes has been connected with the advertising departments of the *Illinois State Journal*, *Idaho Statesman* and *Oregon Agriculturist*. For the past year he has been with Lord & Thomas, Chicago.

Orr Young has resigned from the copy staff of Lord & Thomas, Chicago, to join the advertising department of Procter & Gamble Company, Cincinnati.

The First Four Months

of 1919 The Chicago Record-Herald carried 8,426 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

More Circulation Than Any Paper Published in Virginia

Reaches nearly every home in Richmond

THE NEWS LEADER

The best buy, and a known buy—You know what you get.

Kelly-Smith Co.
220 Fifth Ave.
New York

Kelly-Smith Co.
Peoples' Bldg.
Chicago, Ill.

The Little Schoolmaster's Classroom

"To be sure, I like principles but I get the most good when specific faults in the work before me are pointed out," said a man who had been listening to a general review of the faults of advertising copy. Thereupon a faulty piece of copy was brought out and discussed. The copy is here reproduced with a number before each separate item, so that the references of the Schoolmaster may be better understood:

ORIGINAL DRAFT, FULL OF FAULTS

- (1) PLAY BALL, BOYS.
(2) Boys, do you play ball? (3) If so, you know the advantage of having a good catcher's mitt to depend upon. (4) A good catcher's mitt is half the game.
(5) Stop worrying about where to get a good, boy's size baseball catcher's mitt. (6) I have the very mitt that you have been looking for all this time.
(7) The baseball season is here, and now is the time to get into the game.
(8) LOOK, BOYS,
(9) Here is what I have to offer you, by return mail postpaid for \$1.
(10) A genuine boy's size baseball catcher's mitt made of the best material. (11) The front is of good buckskin, with a back of pliant leather. (12) It has extra stiffening to protect the ends of the fingers; it is heavily padded with heel padding on wrist and is strongly sewed. (13) Now, boys, send for this mitt today. (14) Write for our latest catalogue of baseball goods for boys.

(1) This heading is not particularly strong, for it fails to play up the big dollar value of the mitt. (2) This sentence is useless; the copy is directed to ball-playing boys. (3) The first two words here and the last three merely cumber space. (4) This is O.K. (5) Unnatural, for the boys are not worrying. (6) Substitute "want" after "you" and half of this sentence can be spared. (7) The first part of the sentence is unnecessary, but the latter part would make a good opening sentence. (8) Too much like main heading to be of value. (9) "Here is what I offer" would

be an improvement; latter half of sentence would come better at end of description of mitt. (10) Why "genuine?" These mitts are not imitated. "Big value," "crackerjack," or some such word would mean more to a boy. (11-13) These sentences are O.K. (14-15) The close lacks strength. Compare the revised arrangement with the original copy. It usually pays to revise and change copy around a little before putting it into high-priced space.

FAULTS CORRECTED AND MORE STRENGTH INTRODUCED

BOYS, THIS MITT \$1

It's time to play ball, and your catcher needs a good mitt; it is half the game. We have the very mitt you have been looking for—a crackerjack glove made for hard use, just like the famous catchers use, only a little smaller. Front of good buckskin; back of pliant leather but with extra stiffening to protect the ends of the fingers. Padded to hold the hot ones, with extra heel padding on the wrist; strongly sewed. This mitt would cost \$2 at most places, but in order to get our catalogue of ball goods into the hands of boys we send this fine mitt postpaid for only \$1. Better accept this big offer right now, boys; your team will be delighted.

* * *

If occasion arises for you to consider the field, we hope that you will remember that when you concentrate your appropriation in the , it means that you have practically every family as your audience at one cost.

The goes daily into most of homes.

Many advertisers have won a strong foothold in by concentrating in the

Does this sound familiar? It is the larger part of a newspaper's soliciting letter that has just reached the Schoolmaster's desk. With the names omitted, the argument fits any one of scores of cities and newspapers just as well as it does any other. Surely solicitation ought to have more individuality.

If the publisher would give some details of how "many advertisers have won a strong foothold" in his city he would make a decidedly valuable contribution

in the way of advertising information. A collection of such experiences, with reproduction of the copy used, details of copy schedule, sales work, etc., would make a series of advertisements or a booklet that other advertisers would read eagerly. Of course it would be necessary for a publisher to get the consent of advertisers before publishing such details of their experiences, but this could be easily done in many cases.

Just as the Schoolmaster stopped writing the foregoing comment his eye fell on a notice of a booklet issued by another newspaper entitled "The Birthplace of Great National Campaigns." This title certainly has the right ring.

* * *

"Actual campaigns" by the way, will be the subject of two lantern-slide lectures that the Educational Committee of the Associated Advertising Clubs will undertake to have prepared for use during the coming season. There is such a

tendency, in both writing and talking about advertising methods, to deal in generalities, that the committee thought it would be a good idea to have two lectures in which the actual advertisements, booklets, dealer helps, etc., would be shown and explained. Advertising men tell each other about these things when they chat informally, but it is usually a hard job to get such data from a man when he is talking on his feet before a crowd.

Said a Western advertising man to the Schoolmaster some time ago: "I am interested in promoting a suburban real-estate tract, and it would be worth a good-sized fee to me to get hold of a report that actually showed what did pay in several real-estate campaigns, that compared the results of letters, signs, newspaper advertisements, etc. I have searched and searched but it seems impossible to get hold of any data worth anything. Why doesn't some one compile such reports and offer them for sale." The

Don't Pay Duty On Your Canadian Advertising Plates!

¶ It's a waste—that you can eliminate by having all your stereos, electros, and mats made in our perfectly equipped Montreal plant.

¶ This will mean a saving of 1½c per square inch duty charges—and avoid the **annoyance** and **delay** bound to be experienced in passing them through the Customs.

¶ Our work—of the highest printing quality,—is **guaranteed**,—and we will ship your cuts—on the shortest notice—to any part of Canada.

Write Us.

Rapid Electrotpe Co. of Canada
MONTREAL, CANADA

suggestion is passed on to the classroom for what it is worth.

* * *

A reader of the classroom, formerly employed by a country-town weekly, argues earnestly that

PITTSBURGH

the workshop of the world, is entering upon an unprecedented era of prosperity. Its great mills and manufacturing plants are running at straining capacity. Positions are clamoring for takers, and workmen from all over are finding employment here.

Keeping pace with this rebirth of vigor and prosperity are The Pittsburgh Post and The Pittsburgh Sun. No other papers in Pittsburgh have shown the enterprise, expansion and driving powers of The Post and The Sun. They are the papers that the live people are reading—the creative people, those who do things, those who stand for progress. Both papers are Democratic, and this is surely a Democratic year!

THE PITTSBURGH POST THE PITTSBURGH SUN

EMIL M. SCHOLZ, General Manager
CONE, LORENZEN & WOODMAN
Foreign Representatives

New York Chicago Atlanta

What is it worth to you?

Entrance into over 8,000 rich homes in Southern Wisconsin.

Couple a guaranteed circulation of over 6,000 Janesville Daily Gazettes and 1,800 Semi-Weekly Gazettes, together with the personal co-operation of a live newspaper and you, Mr. Manufacturer, have a combination and a situation of unusual interest.

Do you want your goods represented in this field? Are your goods distributed in this field? Do you want these 8,000 families to buy your goods that are in the hands of your dealers who are patrons of this paper in the richest section of the great Northwest?

These are not mere statements. Every fact quoted is a guarantee regarding this paper.

Ask about the co-operation and the general situation here. It is free to you and will come by return mail.

THE JANESVILLE DAILY GAZETTE Janesville, Wisconsin

M. C. WATSON, Flatiron Building, New York City
A. W. ALLEN, 1502 Tribune Building, Chicago, Ill.

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-700 Arch St., Philadelphia

country-weekly circulation is worth more comparatively than the circulation of bigger publications. Says he: "The local editor is regarded as an oracle. The readers have more time to read and less to read, and the paper is read through and through, advertisements and all, with eagerness." And thereupon this good champion of the country weekly argues for a rate that is several times the cost per thousand of larger publications. The Schoolmaster can agree with the quoted language except as to the statement that advertisements in country weeklies are read through with eagerness. In most, though not all, country weeklies the advertisements are written and displayed so badly that readers instead of being trained to read them are really trained to neglect them. It is undoubtedly true that country folk read more closely than their swift-living city cousins, and where a publication carries well-written and well-set advertisements the advertising columns receive unusual attention.

MR. DEWEESE UNDER FIRE

NEW YORK, July 19, 1912.

Editor of PRINTERS' INK:

Truman A. DeWeese evidently enjoys writing cynical stuff about the advertising representatives. Some of his remarks in your anniversary number are truly remarkable. For example:

He declares that no periodical representative has ever influenced his expenditure in any way, that after having listened to all sorts of solicitations he has come to the conclusion that the average periodical representative does not know as much about his publication as he, Mr. DeWeese, does, because he, Mr. DeWeese, in his former business found it necessary to post himself on the editorial scope and literary style of these magazines, and so on. Yet on another page, Mr. DeWeese lets down gracefully and says that one of the noteworthy advances in advertising is that nowadays instead of sending out office boys and reporters to get adver-

German Families are Large

and large families are large consumers. Think what a quantity of goods the 128,000 or more German families consume that you reach by advertising with us. Rate, \$50. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

using, "these same papers have advertising managers who study the needs of each individual advertiser and co-operate with him in putting salesmanship into advertising."

Again says Mr. DeWeese: "The editorial character of the publication and the kind of people who read it are the only factors that enter into the consideration of its value as an advertising medium." Circulation doesn't matter; Mr. DeWeese doesn't care whether it is ten thousand or a hundred thousand. The *Black Rat* representative fails to sell any circulation for Shredded Wheat advertising because Mr. DeWeese is not buying circulation or space. "No advertiser who has brains of three-Guinea-pig power wants to buy space as a commodity," explains Mr. DeWeese. "He wants to buy the opportunity to attract the attention and interest of the people who take a magazine." Well, er—Mr. DeWeese—isn't that the same thing as buying space? Isn't the opportunity to attract attention and interest all that space is?

Mr. DeWeese is only kidding. With all his confessed knowledge about the class of people reached by the various publications, he would shy like a mule at a circus parade if asked definite questions about the character of the circulation of even the leading magazines and newspapers. Can he tell how many of the readers of *Collier's* own automobiles, or what proportion of the readers of *Wallaces' Farmer* have pianos? Some of the publishers are nowadays digging out such definite information, and it often surprises them, though they are much more in touch with their subscribers than any outsider could be.

The writer is neither a publisher nor a solicitor, though in times past he has had some experience in both lines; but he likes to see the solicitor get his due. There are raw men in the ranks of solicitors, of course, but most representatives carry around a great deal of useful information in their clothes, information that Mr. DeWeese would miss if he denied himself to solicitors.

S. R. P.

THE MEDIUM FOR "HARD-TO-EAT" BISCUITS

The Portland Ad Club has invented the Indigestible Food Company, of Portland, Ore., which is supposed to have \$10,000 to spend during a period of one year to advertise "Hard-to-Eat" biscuits. The entire appropriation will, theoretically, be spent in one of three mediums—newspapers, bill-boards or street cars. The "Indigestible" management has requested the ad club to make the proper selection. George W. Kleiser was scheduled to argue for the bill-boards, A. A. Schell for the newspapers and W. L. Campbell for the street cars.

"You're rather a young man to be left in charge of a drug shop," said the fussy old gentleman. "Have you any diploma?"

"Why, er-er-er-No, sir," replied the shopman, "but we have a preparation of our own just as good."

DON'T Ask Printers' Ink for MAILING LISTS That's Our Business

Ask for our "Silent Salesman" No. 54, which contains over 2,000 classified Mailing Lists, giving the number in each and the price.

108	Aeroplane Mfrs.	\$2.50
107	Aviation Supply Dlrs.	2.50
59	Aviation Motor Mfrs.	2.00
41	Aviation Propeller Mfrs.	1.50
146	Addressing Companies	2.00
12,000	Advertisers, General	25.00
498	Mfrs. & Jobbers Advertising Novelties	3.00
1,700	Agents, Advertising	6.00
50,000	Agents & Canvassers, per M.	4.00
1,273	Agents, R. R. Purchasing	5.00
1,139	Agents, Street R. R. Purchasing	5.00
1,210	Agricultural Implement Mfrs.	5.00
290	Aluminum & Aluminum Goods Mfrs.	3.00
733	Amusement Parks	5.00
490	Animal & Bird Dealers	3.00
7,518	Architects, per M.	2.50
2,000	Architects, Selected, the most prominent	6.00
9,650	Art Stores & Picture Dealers	20.00
6,780	Asylums, Institutions, Hospitals, Sanitariums & Dispensaries	15.00
77	Automobile Axle Mfrs.	1.50
218	Automobile Bodies, Wood and Metal	2.00
556	Auto Mfrs., strictly	3.00
6,337	Auto Garages	15.00
11,610	Auto Dealers & Agents	30.00
4,525	Auto Repairs	15.00
2,749	Auto Supplies	15.00
197	Auto Supply, Whol.	2.00
63	Auto Jobbers	1.00
87	Auto Lamp Mfrs.	1.50
472,000	Auto Owners, per M.	2.00
123	Auto Tire Mfrs.	1.50
119	Auto Tire Vulcanizing Companies	2.00
841	Awning & Tent Mfrs.	4.00
24,889	Banks, Bankers, Trust Companies, per M.	2.00
237	Banner & Flag Mfrs.	2.50
46,500	Barbers, per M.	2.00
1,662	Bazaars, Fairs, Racket Stores	5.00
1,976	Five & Ten Cent Stores	5.00
123	Five & Ten Cent Stores Buying Headquarters	1.50
6,913	Five & Ten Cent Theatres	20.00
12,030	Foundries & Mch. Shops, per M.	2.50
169	Wireless Telegraph Stas.	2.50
2,500,000	Farmers, per M.	2.50
250,000	Lady Mail Order Buyers, per M.	2.50

The above is only a partial list of lists which we furnish. They are neatly typewritten and show the financial rating in Dollars of each concern. Ask for complete price-list.

Trade Circular Addressing Co.

162 West Adams Street. Chicago

Established 1880

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

Addressograph PLANT, like new. Addressographs, Graphotypes, 4-line Frames, Cabinets. Sacrifice. WAGNER, 520 Spruce St., Scranton, Pa.

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 26 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

FREE SAMPLES celluloid and metal specialties that ad men for brokers, insurance companies, banks, real estate concerns can use to good advantage and profit. **BASTIAN BROS., Rochester, N. Y.**

BUSINESS OPPORTUNITIES

MAILING SLIPS saying much in modest station. **FRANCIS I. MAULE, 401 Sampson Street, Philadelphia.**

10,000 ORIGINAL NAMES of young men ranging from 18 to 30 years of age. Mail Order Buyers. Bona-fide and never "worked" by anyone. Make me an offer quick. **"CLIFFORD," care of Printers' Ink.**

EDITOR AND PARTNER WANTED in a prosperous, paying weekly. No need apply only competent persons with some capital. Address "PROPRIETOR," Box 235, Bernardsville, N. J.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 60 Murray St., New York.**

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARK ENGRAVING CO., Youngstown, Ohio.**

FOR SALE

An Up-to-Date Printing Plant

in city of 60,000 only six miles from New York. Practically no competition on job work. Requires only \$500 cash. **H. B. DEMBE, Room 630, 136 Liberty Street, New York City.**

HELP WANTED

We want to secure a man to act as traveling advertising representative for a high class poultry and farm publication. Liberal offer and excellent chance for advancement. Experience desirable but not essential. Write qualifications at once. **HILL & TRYON ADVERTISING AGENCY, Elmira, N. Y.**

SOLICITORS WANTED

We have a very interesting proposition to make to two or three young men in New York, Boston, and Philadelphia, representing the Graphic Arts and Crafts Year Book. The requirements are: Selling ability, a fair knowledge of advertising, and the technical side of printing and engraving. A splendid opportunity through this work to qualify for permanent advertising service positions. "Y. D. R.," Box 209, care Printers' Ink.

If you have already made good in the preparation of newspaper advertising and can prove it—If you are a service man who can successfully plan as well as execute, we should be pleased to arrange for an interview with you. This is not an opening for a mere copy man so be sure of yourself before answering this advertisement. All communications will be strictly confidential. Address "C. G. G.," Box 275, care of Printers' Ink, New York City.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

POSITIONS WANTED**Going Up!**

Fifteen years of continuous going. Now head of advertising in large Middle West retail store. Desire a change for personal reasons. Splendid record. All references. Write me. A. P. S., Box 255, care Printers' Ink.

A CONTRACT "GETTER"

of fifteen years success with trade journal has time and exceptional ability to represent another first class publication. Liberal commission. Chicago and Middle West. Address "INVESTIGATE, L. W. M.," Printers' Ink.

EXPERIENCED advertising man seeks permanent position as Advertising Manager. Associated with present concern for five years. Can show very successful sales record. Extensive experience as leading copy writer for large advertising agency. Capable. Versatile. Quick to see and apply vital selling points. All references. Logical reasons for seeking change. Personal interview requested. A. B. C., Box 250, care Printers' Ink.

Advertising Manager

I can produce business for any publication that can give value to advertisers; 32 years old; have no disqualifying habits and am open for engagement September 1st. Class publication preferred. Salary \$50.00 to begin, with specified increase upon achieving specified result. Address W. W. H., care Printers' Ink.

A Specialist**IN BOOKLET AND CIRCULAR WORK**

capable of handling copy and get up from start to finish, wants position with high class firm. Now employed by large publishing house—highest reference as to ability from present employer. Reason for change—want to broaden field of effort. Address "E. M. T.," 8th floor, 11 West 23d Street, New York City.

**ABLE ADVERTISING
MANAGER
Will Consider Change**

Sixteen years active experience. Now, and for years, in charge advertising department very large manufacturing concern of world-wide reputation. Personal character and ability may, therefore, safely be assumed satisfactory. Will communicate promptly and give references to bona fide enquirers writing on business letter-heads. Address Box 90, care Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

Southwest Press Clipping Bureau

Adams Building, Topeka, Kan. Established ten years. Covers Kans., Mo., Okla., Tex. and Ark. Population of our field, over 12,000,000.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS**, 60 Murray St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE **HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

**PRINTERS' INK
BINDERS****AT COST TO US**

**75c Each
Post Paid**

**STRONG, CONVENIENT,
SIMPLE**

**PRINTERS' INK PUB. CO.,
12 W. 31st St., New York**

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 36,377. Best advertising medium in Alabama.
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,233. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,238 daily. A. A. A. ex. regularly.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909 7,708; 1910, 7,895; 1911, 8,086.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

New London, *Day*, Evening. Circulation, 1910, 8,892; 1911, 7,141. Double all other local papers.

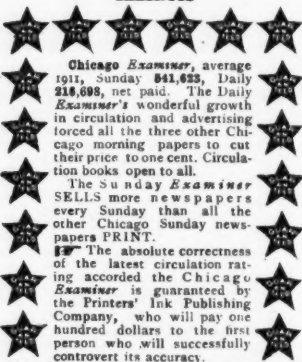
Norwalk, *Evening Hour*. Average circulation 1911, 3,648. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,516; Sunday, 7,569.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,154 (©). Carrier delivery.

ILLINOIS



Chicago *Examiner*, average 1911, Sunday 841,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 16,094; May average, 16,705.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 6,337.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 8,114.

Peculiar, *Evening Star*. Circulation for 1911, 21,160.

INDIANA

South Bend, *Tribune*. Sworn average June, 1912, 12,016. Best in Northern Indiana.

IOWA

Burlington, *Haw-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance."

Des Moines, *Register & Leader*. (av. '11), 36,363. *Evening Tribune*, 30,314 (same ownership). Combined circulation 66,679—35% larger than any other Iowa paper.

Supreme in want ad field. *Washington, Eve. Journal*. Only daily in county. 1,954 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 2,129. Waterloo pop., 27,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,625. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For June, 1912, 88,390.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178. Sunday 1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

3,237,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston, *Evening Transcript* (©). Boston's ten table paper. Largest amount of week day ad.

Boston, Daily Post. Greatest June of the Boston Post. Circulation averages: *Daily Post*, 498,007, gain of 66,561 copies per day over June, 1911. *Sunday Post*, 328,829, gain of 40,131 copies per Sunday over June, 1911.

Boston, Herald, guaranteed daily circulation 110,714 (average for whole year ending April 30, 1912). The newspaper of the home owners of New England.

Lawrence, Telegram, evening, 1911 av. 8,405. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Town's family paper. Covers field thoroughly. Salem, *Evening News.* Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot, Aver. year, 1911, daily 10,365; Sunday, 11,815. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal. Every evening and Sunday (©©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,303. Daily average circulation for June, 1912, evening only, 81,158. Average Sunday circulation for June, 1912, 84,933.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,315.

MISSOURI

Lamar, Democrat, weekly. Average, 1911, 8,511.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.

Camden, Post-Telegram, 10,415 daily average 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,288; '11, 20,115.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Esquire*, evening, 23,591.

Buffalo, Evening News. Daily average 1911, 94,734.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,327.

NEW YORK CITY

The Globe Largest high-class evening circulation.

Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 120,670. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1911, 20,517. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Union Star, 75% "home" circ. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Troy, *Record.* Av. circulation 1911, (A. M., 5,322; P. M., 19,730) 26,067. Only paper in city which has permitted A. A. A. examination, and made public thereof.

Utica, National Electrical Contractor. mo. Average for 1911, 2,658.

NORTH CAROLINA

Charlotte, News, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 96,139; Sunday, 120,191.

For June, 1912, 110,840 daily; Sunday, 133,771.

Youngstown, Vindicator. D'y av., '11, 16,423. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times, daily. 22,174 average, June, 1912. A larger guaranteed paid circulation than all other Erie papers combined. K. Katz, Special Agt., N. Y.

Philadelphia, The Press (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,663; the Sunday *Press*, 174,273.

Washington, Reporter and Observer, circulation average 1911, 12,823.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1911, 10,349. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening, 18,401 net. sworn. A. A. A. examination.

Williamsport, News, eve. Net av. 9523, June, 1912, 9782. Best paper in prosperous region.

York, Dispatch and Daily. Average for 1911, 18,827. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket, Evening Times. Average circulation for 1911, 20,297—sworn.

Providence, Daily Journal. Average for 1911, 22,087 (©©). Sunday, 22,858 (©©). *Evening Bulletin*, 20,486 average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,446.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1911, 8,299.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, 5,764. Examined by A. A. A. **Burlington, Free Press.** Examined by A. A. A. 8,958 net. Largest city and state.

VIRGINIA

Danville, The Bee (eve.) Aver. June, 1912, 5,618. *The Register* (morn.), av. June, '12, 5,323.

WASHINGTON

Tacoma, Ledger. Average year 1911, daily, 19,061 Sunday, 27,288.

Tacoma, News. Average for year 1911, 19,210.



Seattle, The Seattle Times (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 circ. of 84,008 daily, 89,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in advertising carried.

WISCONSIN

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 3024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.



Fond Du Lac, Daily Commonwealth. Average year 1911, 3,971. Established over 40 years ago. **Janesville, Gazette**. Daily average, June, 1912, daily 6,622; semi-weekly, 1,692. **Madison, State Journal**, daily. Actual average circulation for year 1911, 7,817. **Racine (Wis.), Racine News**. Average June, 1912, circulation, 6,930.

MANITOBA, CAN.

Winnipeg, Der Nordwestern, Canada's National German weekly. Av. 1911 22,026. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,638.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, 104,197. Largest in Canada. **Montreal, La Patrie**. Ave. year 1911, 46,982 daily; 86,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Ave. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 841,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,866 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,587 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers'



THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy av. 1st 4 mos. 11,64,154. (◎◎) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 11,104.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Taylor Fitchfield Co.

D.L. Taylor
President and General Manager

*Leading Advertising
and
Merchandising Agents
of America*

NEW YORK CHICAGO DETROIT

GIBBONS knows Canada as well—yes, perhaps even better than you know the States.

That's a broad claim, but we can back it up.

And we will—to any manufacturer or merchant seriously interested in doing better and more profitable business in Canada.

Would you like to meet one of our executives next time he is in your neighborhood?

If so, write us.

J. J. GIBBONS Limited
CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO MONTREAL WINNIPEG
CANADA

Cable Address: "Gibjay," Toronto Code: A.B.C., 5th Edition

Partial List of Clients

Force
Vinolia
Sanitaris
Comfort Lye
Fry's Cocoa
Regal Shoes
Regal Lager
M. L. Palata
Acme Fences
Convido Port
Comfort Soap
Packard Cars
Sunlight Soap
Empire Fences
Adanac Water
Hine's Brandy
Dodge Pulleys
Lifebuoy Soap
Waverley Pens
Thermos Bottle
Rogers Cement
Wakefield Hats
Vestal Olive Oil
Vapo-Cresolene
National Apples
Renfrew Scales
Catesby Clothing
Business Systems
London Feathers
Reid's Neckwear
Sovereign Houses
National Mig. Co.
Polo Shoe Polish
Wire & Cable Co.
Belanger's Flows
Gale's Whitewear
Russell Motor Co.
Page Wire Fences
Crompton Corsets
A. E. Ames & Co.
Ontario Wind Mills
Oxford Underwear
Peerless Incubators
Sun Fire Insurance
S. D. V. Tobaccos
Premier Separators
"Ideal" Metal Beds
Cockshutt Plow Co.
Barber-Ellis Limited
Edwardsburg Starch
Manson Campbell Co.
White Horse Whisky
Omo Washing Powder
Coate's Plymouth Gin
Semi-Ready Clothing
C. H. Lepage Co., Ltd.
T. Pringle and Son Ltd.
Shawinigan Underwear
Remy Martin's Brandy
Canada Life Assurance
"Crown" Corn Syrup
Black & White Whisky
Canada Cycle & Motor
National Cash Registers
Consolidated Optical Co.
Maxim Slits and Satins
Hudson Bay Knitting Co.
Underwood Typewriters
"Magi" Mineral Water
Paterson's Cough Drops
Fedar People of Oshawa
Vicker's London Dry Gin
Aromatic Office Specialties
Canadian Engines, Limited
Drummond Dairy Supplies
Abbey Effervescent Salt Co.
Imperial Wire and Cable Co.
Canadian General Electric Co.
Dominion Organs and Pianos
Shaw Correspondence Schools
Toronto Hydro Electric System
McCallum's Perfection Whiskey
Northern Elec. Rural Telephone

**THE MONUMENT OF
SUCCESS**

"GIBBONS Knows CANADA"